

A Review of Research on the Influence of Short Video Implanted Ads on Consumers' Purchase Intention

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ABSTRACT

The short video industry accounts for a prominent proportion of the advertising medium, and with the development of the Internet, short video implanted advertisements have gradually become an important factor influencing consumers' purchasing behavior. The role of short video implantable ads has also attracted more and more attention in the study of influencing consumers' purchase intention. To this end, short video implantable ads and their related concepts and characteristics are sorted out, and then the influence of four factors, namely, implantable ads, audience, short video content and short video bloggers, on consumers' purchase intention is analyzed, and the deficiencies of the existing research and the direction of future research are pointed out.

KEYWORDS

Short video; Implanted advertisement; Consumer purchase intention; Quasi-social relationship

1. INTRODUCTION

Since China launched the first mobile short video APP in 2013, short video has developed rapidly, surpassing online video to become China's fourth largest Internet application in 2018. In 2020, the emergence of the new Crown pneumonia epidemic has further increased the momentum of the short video industry. QuestMobile data shows that by May 2023, the proportion of total user use time in short video steadily ranked first to reach 28%, the overall user scale of the mobile video industry reached 1.076 billion, and the monthly per capita time length reached 64.2 hours, the video platform traffic and user stickiness advantage in the advertisement realization can be fully revealed, the advertisement investment medium, the short video industry accounted for a prominent proportion, which is characterized by timeliness, interactivity, socialization, fragmentation of time consumption, independent fashion and creative expression [1], by providing rich and diverse content, it satisfies the needs of users for entertainment, learning, and socializing, and at the same time provides an effective marketing channel for advertisers.

Short video advertising has a wider range of dissemination, large exposure, dissemination is more advantageous in terms of cost, interactivity, and the advertising presentation effect is more intuitive than other Internet advertisements, which is undoubtedly a marketing method worthy of deeper penetration for merchants and brands. Although the short video advertising model is maturing, in practice, the marketing effect of different short video ads varies greatly. In short video advertising, in addition to native ads, infomercials, etc., there is also a kind of implanted ads that cannot be ignored. Compared with other advertisements, implanted advertisements will make viewers unconsciously receive advertising information with a certain degree of covertness, which can reduce the viewers' rejection psychology, improve brand memory, and enhance brand attitude and brand choice [2] and increase purchase intentions [3]. Merchants and brands marketing on short-form video platforms rely

on implantable advertising because it allows products to be presented in an entertaining environment in which viewers can invest themselves [4].

Some short video implantation ads can produce good results and attract consumers' attention and purchase, but there are also a large number of implantation ads with unsatisfactory results, which to a certain extent cause a waste of resources [5]. Here the relevant literature on the influence of short video implantable ads on consumers' purchase intention is sorted out, the influence factors of short video implantable ads on consumers' purchase intention are categorized by the method of induction, and then the relevant literature is reviewed and commented, and finally the research direction of the influence of short video implantable ads on consumers' purchase intention is prospected.

2. CONNOTATION AND CHARACTERISTICS OF SHORT VIDEO IMPLANTABLE ADS

Domestic and foreign research on short video implantable ads is still relatively small, and it is difficult to refine the connotation and characteristics of short video implantable ads and the impact on consumers, so in the process of reading the literature, by reading the literature related to short video ads as well as implantable ads related literature, the two are related to the short video implantable ads, and the short video implantable ads are thought about.

2.1. Connotation and Characteristics of Short Video Advertising

Short video advertising based on short video this new media way came into being, clarify the concept of short video advertising also need to trace back to the concept of short video. Different scholars have different definitions of short video, but it is generally believed that short video is a way of Internet content dissemination, with the new media platform as the main carrier, ranging from a few seconds to a few minutes in length, with high-frequency push, fragmented viewing, social interaction and other characteristics. Ai Rui Consulting defined short video as a form of video content with a playback duration of less than five minutes and based on PC and mobile transmission in the 2017 China National Short Video Industry Research Report.

Lang et al. (2022) [6] believe that dynamic video advertising can make the audience of the advertisement to produce higher arousal, stronger memory, compared with static text, picture advertisement, more can produce the desired effect. Nowadays, people's leisure and entertainment time tends to be fragmented, and short videos make full use of this feature and become the pastime of a large part of the population. Y. Chen (2019) [7] It is argued that short video attracts audiences precisely by virtue of its short and interesting characteristics, which meets the audience's demand for content consumption. Ren Gaofei et al. (2020) [8] points out that entertainment is one of the main motives for users to use Jitterbug through empirical analysis of Jitterbug users. In addition to being memorable and entertaining, short video ads also make use of big data and artificial intelligence technology to analyze and mine users' behaviors, interests, needs, etc., so as to achieve personalized content matching and recommendation. In this way, short video ads can not only increase the viewing rate and satisfaction of users, but also improve the placement effect and conversion rate of advertisers, realizing a multi-win situation between users, platforms and advertisers.

2.2. Connotation and Characteristics of Implantable Advertising

Implanted advertising first appeared in the United Kingdom in the 1890s, and was later applied on a larger scale in the United States, especially in traditional media such as movies and TV dramas. Balasubramanian (1994) [9] defines it as the goal of influencing the consumer through the purposeful and paid implantation of product information using the movie (television) as the vehicle. In his study, implanted advertising simply refers to movies or brands implanted in television. However, with the widespread use of this form of implantation, the definition of implanted advertising has been

expanded to include films and games [10]. GinosarA (2010) [11] It is believed that implantable advertising is the purposeful implantation of commercial content into non-commercial environments, and the goal of product marketing is accomplished through the integration of advertising and entertainment. Implantable advertising started late in China and was only applied and developed at the end of the 20th century, when it mainly appeared in the fields of TV dramas and movies. In recent years, along with the arrival of the new media network era, implantable advertising in the network platform has shown rapid growth, and the new network-type implantable advertising has become one of the mainstream ways in the advertising industry. Driven by the characteristics of the new media era and the popularization of the Internet, advertisers, media, scholars in the industry and so on gradually realize the importance of implantable advertising. Zhou Nan (2014) [12]. It is defined as a game or a film or television work in which a company, through cooperation with the producer or developer, implants the company's brand or product, so as to achieve the purpose of publicizing the company's brand or product in a covert way, and to enhance the consumer's awareness of the implanted product or brand and their goodwill. Compared with traditional advertising, implantable advertising has a natural advantage of spring breeze and rain, and it is silent.

2.3. Connotation and Characteristics of Short Video Implantable Advertising

Combined with the connotation and characteristics of short videos and implanted ads, short video implanted ads are mainly short video bloggers on short video platforms such as Jittery, Bili Bili, and Xiao hong shu, etc. In their daily short video works, the ads of a certain product or brand are skillfully fused into the content of their respective videos, so that the audience, in the process of watching the video, unconsciously obtains the information of the ads. This form of advertising is characterized by its covertness, entertainment, creativity and emotionality, and is considered to be effective in attracting the attention of the audience, improving brand attitudes and promoting consumer purchasing behavior.

3. THE IMPACT OF SHORT VIDEO IMPLANTABLE ADS ON CONSUMER PURCHASE INTENTION

The effect of short video implantable ads is affected by a variety of factors that influence the audience's cognitive, emotional and behavioral responses to the brand or product. These factors can be analyzed from four aspects: the factors of implantable ads, the factors of the audience, the factors of short video content and the factors of short video bloggers.

3.1. Factors of Implantable Ads

The factors of implantable ads themselves include salience, informativeness, relevance and disclosure. Saliency is a research object of concern for many scholars, but there is no standard definition of saliency in the academic world. According to Dens et al. (2012) [13] 's study, saliency is the ability of the brand in the implanted advertisement to attract the attention of the audience. It is clearly a multidimensional variable, Zhou Nan and Wang Dianwen (2014) distinguishes between the spatial and temporal dimensions of saliency and obtains the inverted U-shaped implanted brand attitude evaluation model of ascending and then descending through empirical research. Zhou Wen et al. (2017) [14] Combining the research methods of eye movement experiment and cognitive psychology, we conclude that implanted advertisements with high saliency have better recall effect and higher evaluation of brand attitudes, but it is not that the more saliency the better, e.g., too much repetitive exposure will rather reduce the level of the audience's memory [15]. Implanted advertising saliency can be expressed as a combination of specific duration, size, location, frequency and other dimensions, and any one of the dimensions cannot exist independently from the others [16]. Jung (2016) [17] et al. in their study explored how social networking site advertisements influence consumer attitudes in

terms of three perceived advertising values of informativeness, entertaining and rewarding. Siva K. Balasubramanian et al. (2006) [18] established a research model of audience response to implanted advertisements, taking the amount of advertising information as an important factor affecting the effectiveness of implanted advertisements. Yin, Wei-Wei (2014) [19] believes that the measurement of the informativeness of an advertisement should be based on whether it can clearly and accurately convey the characteristics of the commodity. The informativeness of implanted ads is the ability of the ads to quickly convey valuable information about the product and brand to the audience, bringing them information about suitable discounts and thus making a complete product choice. In addition, the relevance of implantation also affects the effect of implanted ads. Generally speaking, a higher relevance enhances the integration of implanted ads with the media content, which improves the audience's reception and understanding of brand or product information. Generally scholars examine relevance from two perspectives: plot relevance and character relevance. Russell (1998) [20] defines plot relevance as the extent to which the advertising message to be implanted is reasonably integrated within the program plot. Youyu Wen (2019) [21] It is argued that character relevance can determine whether the advertising message helps to reasonably shape the character of the character in the story, and that both character and plot relevance have a positive effect on the effect of implanted advertisement, with plot relevance having a stronger effect. Lehu et al. [22] By summarizing the existing literature, the degree of brand-plot association in implantable advertisements is categorized into the degree of fit between the implantable advertisement and the main plot (Involved), and the degree of contact with the main characters (Contacted). The degree of disclosure refers to whether the implanted advertisement clearly identifies its sponsor or commercial purpose, a factor that has different requirements and effects in different cultural and legal contexts. Jörg et al. (2016) [23] concluded from a study of non-brand-specific implanted advertisements in popular music clips that moderately frequent disclosure leads to enhanced brand memory, and that persuasion orientation is not necessarily directly linked to display frequency, which does not lead to negative brand effects. Janssen et al. (2016) [24] demonstrates that disclosure of implanted advertisements can increase their persuasive power by improving audience evaluations of their credibility and morality [25], but some studies have also shown that disclosure of implanted advertisements can cause audience resistance or response inhibition to them, thus reducing their persuasive power [26].

3.2. Factors of the Audience

Factors of the audience include personal characteristics of the audience, cognitive processes, etc. Generally, personal characteristics of the audience include demographic variables such as age, gender, education level, and cultural background. For example, Reijmersdal (2010) [27] It is argued that audiences with a relatively high level of education are less likely to be persuaded by the content of implanted advertisements relative to those with a lower level of education. The cognitive process of the audience includes the stages of understanding, memorizing, evaluating and reacting to the implanted advertisements by the audience, and the audience will selectively receive, store and use the brand or product information in the implanted advertisements to form different effects. Based on the fine-processing possibility model, advertising and marketing is caused by consumer attitude changes through the central path, the edge path or a combination of both [28], where the approach taken depends on the audience's level of product involvement. Product involvement is often defined as the degree to which a product is relevant to the consumer [29], is the subjective feeling of consumers about the degree of importance of the relationship between a product and themselves, mainly including consumers' own needs and preferences for the product. When the degree of product involvement is low, the audience will use the marginal path to process information, will not devote more attention to the product, will not take the initiative to collect relevant information; in high involvement degree, consumers will have the goal, selective screening of advertisements and will be carefully judged, with high cost to analyze the relevant product information in the advertisement, and invest enough energy to find all the content they want in the advertisement. Many scholars have explored the concept of product involvement in depth, and most of the explorations are mainly

focused on the impact of product involvement on purchase behavior. For example, Xi Kaiyuan et al. (2019) [30] explores the effect of the precision degree of promotional countdown on the relationship of consumer purchasing behavior, taking product involvement as a moderating variable between them.

3.3. Factors of Short Video Content

As the medium and carrier of implanted advertising, the quality of the content of short videos affects the integration of implanted advertising and content, thus affecting the audience's reception and evaluation of the content of short videos and brand or product information. Short videos have strong communication, interactivity and entertainment, and the content refers to the presented storyline, theme style, character image and other elements. Wang, P. (2015) [31] It is argued that the quality of media content is directly proportional to the audience's pleasure in the viewing process, when the quality is higher, the more attention the audience devotes to the content screen they are watching, and the higher their attitudinal evaluation. The content quality of short videos determines its fit and coordination with implanted advertisements and media content. High-quality short video content can improve the credibility and acceptance of brand or product information in implanted advertisements by the audience, and at the same time, it can also improve the audience's enjoyment and recommendation of the media content itself.

3.4. Factors of Short Video Bloggers

Consumers often find digital advertisements annoying and prefer less intrusive advertisements, but when short-video bloggers post content that is visually appealing, demonstrates expertise, and is informative, consumers show positive attitudes toward the influencers, which in turn leads to positive behavioral outcomes (eWOM and purchase intent) [32]. Many consumers tune into the content generated by short-form video bloggers on a daily basis and they this is a source of entertainment and inspiration. The emotional connection between influencers and followers facilitates consumer confidence and is more likely to encourage follow-up, promote customer engagement, and attract more profitable customers [33]. Short video bloggers can use intimate discourse or emotional resonance to shorten the psychological distance between them and their users, reduce users' defenses or resistance, and cater to their corresponding needs [34].

Horton proposed the concept of parasocial relationship (PSR) in 1956, which refers to the emotional relationship between the audience and the media characters, and refers to a kind of emotional attachment that the audience develops to the media characters, and on the basis of which an imagined interpersonal relationship is developed, which bears some resemblance to the real social interactions in terms of certain general rules,. But it is actually an intimate pseudo-friendship [35]. There are a large number of scholars in the field of consumer behavior who use parasocial relationships as a mediating variable between information sources and consumers' purchase intention, Labrecque (2014) [36] 's study found that parasocial interactions in social media environments promote positive relationship outcomes and suggests that using parasocial relationship theory as a theoretical basis for developing successful social media strategies when building consumer brand relationships. Zheng et al. [37] conducted a questionnaire survey for social shopping websites and found that parasocial relationships can positively and significantly influence users' consumption intention. The quasi-social relationship in the study of the impact of short video implanted ads on consumers' purchase intention can be expressed as a unidirectional emotional relationship between the audience and the short video blogger, and is inextricably linked to the attractiveness, similarity, professionalism and other characteristics of the short video blogger, as well as the audience's purchasing attitudes and behaviors.

4. SUMMARY AND PROSPECT

At present, the research literature at home and abroad has not yet formed a rich system about the relationship between short video implanted ads and consumers' purchase intention. Nevertheless, most scholars have recognized that short video implanted advertisements influence consumers' purchase intention to a great extent. By combing the related literature and categorizing the articles that study the relationship between factors related to short video implanted ads and consumers' purchase intention, they are divided into four factors: implanted ads, audience, short video content, and short video bloggers.

In future research, scholars can explore short video implanted ads more deeply from the following aspects:

Segmentation of different types of short videos. Short videos cover a wide range of fields, such as beauty dressing, life records, travel travelogues and so on. These different types of short videos have significant differences in content, style and audience groups, and thus the mechanism of generating consumer purchase intention is also different. Future research needs to dig deeper into these segmented types to reveal their respective characteristics and patterns.

Fully consider the characteristics of different short video social platforms. Platforms such as Shake, Shutter, and Xiao hong shu have different user groups, content features, and interaction methods. These characteristics directly or indirectly affect the communication effect of short video implanted ads and consumers' purchase intention. Therefore, in the research process, it is necessary to analyze the actual situation of specific platforms in order to provide advertisers with more targeted advice.

Introduce more diversified research methods. In addition to the traditional questionnaire survey and experimental methods, we can also try to use big data analysis, machine learning, eye movement and electroencephalography and other technical means to explore the relationship between short video implanted ads and consumers' purchase intention more accurately and comprehensively.

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