



The Impact of Short Video Ad Features on Consumer Purchase Intention

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Abstract

This paper studies the impact of short video advertising features on consumers' purchase intention. In order to enable short video platforms and advertisers to design advertisements that are more attractive to in-flight purchases, this paper chooses S-O-R theory as the theoretical basis for research. This paper takes the entertainment, accuracy, creativity and interactivity of short video advertising as the independent variables, consumers' purchase intention as the dependent variable, and perceived aggression as the mediating variable between accuracy and the dependent variable to explore how the characteristics of short video advertising affect consumers' purchase intention. Through the research results, the following conclusions are drawn: the entertainment of short video advertising has a positive impact on consumers' purchase intention; The impact of the accuracy of short video advertising on consumers' purchase intention is not significant; The interactivity of short video advertising has a positive impact on consumers' purchase intention; The creativity of short video advertising has a positive impact on consumers' purchase intention; Moreover, the perceived aggression of short video advertising has a negative moderating effect on the relationship between precision and consumers' purchase intention. Finally, opinions and suggestions are put forward for advertisers and short video platforms according to the conclusions.

Keywords: *Short-Video Ad, Consumers' Purchase Intentions, Short-Video Platform*

1. Introduction

China's rapidly developing technology is being integrated into People's Daily lives in various forms. Among them, short video platforms are taking this opportunity to develop rapidly. According to the 53rd CNNIC (2024) Statistical Report on China's Internet Development, by there have been 1.092 billion Internet users in China, more than 90% of whom are using short video platforms. According to the 2019 White Paper on Short Video Content Marketing Trends by Karth Data (2019), nearly 50% of Internet users in China are users of short video platforms. At the same time, McKinsey (2019) pointed out in the 2019 China Digital Consumer Trend Report that most respondents said that they spent nearly 50% of their personal time in social media applications, and more than half of the respondents obtained information about new products from the short video platform of social media software. The number of people buying goods through short video platforms nearly quadrupled in 2024 compared with 2019. From the above data, it can be seen that the number of Chinese netizens is very large, and the trend of shopping channels gradually changing from offline shopping to online shopping is very obvious, and the trend of shopping from traditional online shopping platform to short video platform is also very obvious. In addition, since 2020, short video platforms have developed rapidly in the context of the epidemic. The user usage of each platform has doubled, and the frequency and duration of short videos watched by netizens have been increasing. In this context, this study uses empirical research to test the factors that can affect consumers' purchase intention, and provides theoretical basis and practical suggestions for advertisers according to the research results.

The research objective of this paper is to discover which short video advertising feature has the greatest impact on consumers. Liu (2020) indicated that there are significant differences between short video advertising and traditional advertising in terms of content expression, production and distribution, and these differences also constitute the unique advantages of short video advertising. When studying short video advertising, scholars usually focus on content production subjects, content forms, content transmission methods and other aspects. For example, he took Douyin software as a case to make a detailed analysis of the content production of short video advertising. He believes that short video ads have significant advantages over traditional ads in terms of form and service. This advantage is not only reflected in the diversification and interactivity of advertising content, but also the improvement of content production efficiency and transmission speed, thus making short video advertising more attractive and effective.

At present, academia and industry have not yet formed a consensus definition of short video, and it is often misunderstood as micro video, small video and mobile short video. According to previous literature research, the definition of short video mainly focuses on the video production tool (whether through intelligent terminal) and the length of the video. Li (2016) defined videos with a duration of less than 30 seconds as short videos, while Lei (2014) proposed that short videos were very short videos shot with intelligent terminals, usually 8-30 seconds long. Meanwhile, short videos are classified as those with a playback time of five minutes or less, and amateurs or members of society capture and share the content played on PC and mobile devices. In addition, different scholars have adopted different methods to divide short video research. Guo (2016) divided short video enterprises into distribution platform-based enterprises and content-oriented enterprises. Other divided mobile short video apps into pure professional production and non-pure professional production according to content production quality.

The partial entertainment of short videos is one of the important characteristics of short videos. The original intention of most consumers to watch short videos is to use the fragmented time for entertainment and relaxation. Edell and Burke (1987) pointed out that emotional arousal would affect the key results of advertising effect, such as the attitude towards advertisements and brands. Lee and Hong (2016) believed that emotional arousal would affect consumers' purchase intention. Through the above research, it can be seen that emotional arousal in advertising will have various positive effects on consumers.

Chen (2022) believes that the accuracy of positioning demand is a major feature of short video advertising. Relying on powerful intelligent algorithms and big data push technology, platforms such as Douyin and Kuaishou can accurately target users' needs and provide personalized services and content based on their browsing history, screen time, types of likes and comments, and bloggers they follow. Liu and Li (2018) studied the development of Douyin, analyzed the advantages and disadvantages of its marketing and promotion strategy, and pointed out that precise positioning and entertainment marketing were the key factors for the rapid development of Douyin. Yang (2021) made a detailed analysis of the marketing strategy of Douyin short videos, including rich video technology, precise user positioning and rich entertainment elements. Yang (2019) believed that precision lies in pushing valuable advertising content that meets the needs of target consumers at the appropriate time, and scientifically calculating the push frequency to avoid causing disgust, thus positively affecting advertising cognition, attitude and purchase intention.

However, if the ads are pushed too precisely, it may also raise users' concerns about their own privacy. Wang and Fu (2018) pointed out that WeChat advertising had problems such as inaccurate data analysis, high push frequency, serious homogeneity, and user privacy leakage. Liu and Geng (2021) concluded that advertising is characterized by personalized presentation, hidden release and frequent interaction, and suggested that future short video advertising should protect user privacy, reduce advertising, select appropriate frequency, and conduct extensive research to capture user psychology. The research of Li and Lee (2002) showed that the intrusive nature of advertisements would trigger negative emotions, such as anger, leading consumers to avoid advertisements. Xiao and Xiong (2020) found that advertising intrusiveness would reduce users' perception of advertising value, which in turn would have a negative impact on advertising effectiveness.

At the same time, short videos also have two characteristics of "sociability" and "interactivity." The author believes that the essence of social interaction is the interaction between people, so this paper will choose "interactivity" to summarize these two characteristics for research. The participatory marketing theory proposed by James and Gilmore (1998) holds that users' participation in challenge activities can enhance the interaction and emotional connection between users and brands, and improve brand recognition and user engagement. The research of scholar Edward (2011) found that consumers' product engagement and advertising attitude would affect their perception of products to a certain extent. In order to attract consumers to participate in the advertisement, the correctness of the spokesperson and the intention of the advertisement is very important. The empirical study of Bai (2012) suggested that consumers' advertising interaction, including person-information interaction and person-person interaction, would promote positive brand attitude and purchase intention, which is an important factor affecting advertising effect. Zheng (2016) believed that improving advertising interactivity and audience engagement have a positive impact on consumers' purchase intention. In short video ads, interactive behaviors such as liking, commenting, forwarding, viewing details and following constitute consumer engagement, and the level of engagement will also affect advertising awareness, attitude and purchase intention.

Short videos are also characterized by flexible creativity. Since the duration of short videos is usually less than 15s, and users can completely choose whether to watch them or not, it is very important what kind of creativity can attract the audience's eye within 5-7s. Research show that the first practical guide for short video marketing in China, shows that there is a significant relationship between advertisement length and consumers' completion rate. Compared with longer ads, ads within 15 seconds had a 96.3% higher completion rate, 3.03 times higher retweet rate and 5.45 times higher comment rate. Yu and Chen (2007) explained in *The Science of Advertising Planning and Creativity* that advertising creativity is the activity of creative thinking of advertising personnel, aiming to achieve the purpose of advertising through innovative themes, contents and forms of expression, one of which is to stimulate consumers' purchase intention. He (2017) believed that in the rapidly changing information environment of new media, creativity needs to create unique audio-visual effects through bold and novel methods, so as to attract consumers' attention to the greatest extent and promote their purchase behavior.

Therefore, based on the previous research methods, the author takes short video advertising as the research object, summarizes the advertising pushed by short video platform into two parts: advertising itself and advertising strategy, and combines the consumer behavior characteristics of short video platform, divides the independent variables into four advertising characteristics: Accuracy, entertainment, interactivity and creativity, and "perceived aggression" is added as the moderating variable between accuracy and consumers' purchase intention to examine the impact of short video advertising characteristics on consumers' purchase intention.

2. Objectives

- 1) Which short video advertising feature has the greatest impact on consumers?
- 2) To analyze how short video platforms and advertisers have a deep understanding of consumers and a full understanding of the characteristics of short video advertising.
- 3) To analyze the characteristics of short video platforms, increase consumers' purchase intention to promote consumers' purchase behavior, and promote the effect and profit of short video advertising.

3. Materials and Methods

Each stage of advertising communication is interconnected and far-reaching, and the effects of AD features are complex. Therefore, when researchers study advertising characteristics, they usually choose specific factors for in-depth discussion according to the research purpose. This paper draws on this research method and selects representative factors for analysis based on the characteristics of short video platforms.

The author sorted out a large number of previous research results, considered the operability according to their own situation, selected several relatively important items, and summarized four factors from the two dimensions of advertising attributes and consumer attributes: "interactivity", "precision", "entertainment" and "creativity". From the dimension of consumer body, "perceived aggression" is summarized to explore its moderating relationship between precision and consumers' purchase intention. To sum up, the research model of this paper is proposed, as shown in Figure 1

H1: The entertainment of short video advertising has a positive impact on consumers' purchase intention.

H2: The precision of short video advertising has a negative impact on consumers' purchase intention.

H3: The interactivity of short video advertising has a positive impact on consumers' purchase intention.

H4: The creativity of short video advertising has a positive impact on consumers' purchase intention.

H5: Perceived aggression has a negative moderating effect on the relationship between precision and consumers' purchase intention.

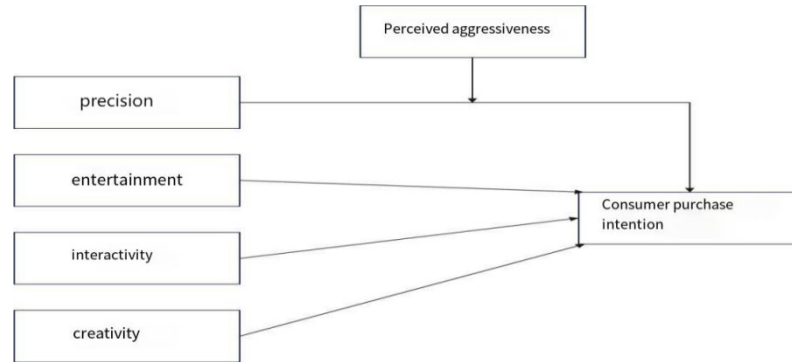


Figure 1 Conceptual Framework

After the validity of the questionnaire was confirmed, the author distributed online questionnaires to consumers within the questionnaire Star, WeChat, and various short video platforms. In this study, a total of 500 questionnaires were distributed and 406 were collected. Data analysis was conducted using SPSS for descriptive statistics, reliability checks, exploratory and confirmatory factor analyses, and regression analysis to examine correlations between adaptation levels and influencing factors.

4. Results and Discussion

4.1 Results

This questionnaire to consumers on the inside of Questionnaire Star, WeChat, and various short video platforms from August 15 to August 27, 2024. In this study, a total of 500 questionnaires were distributed and 406 were collected. The effective rate is 80.54%. See Table 1.

Table 1 Descriptive statistical analysis table of demographic variables

Variable	category	frequency	percentage
Gender	male	147	44.9
	female	180	55.1
Age	Age 20 and under	31	9.4
	Age 21-25	56	17.1
	Age 26-30	81	24.7
	Age 31-35	64	19.5
	Age 36-40	42	12.8
	Over 40 years old	53	16.2
Level of education	High school or below	16	4.8
	Junior college	109	33.3
	Undergraduate degree	178	54.4
	Master or above	24	7.3
Time spent using short video platforms	Under 6 months	60	18.3
	6 to 12 months	117	35.7
	1 to 2 years	76	23.2
	More than 2 years	74	22.6
Frequency of using short video platforms	Very often	51	15.5
	More frequent	143	43.7
	Normal	94	28.7
	Not too often	28	8.5
	Not often	11	3.3

According to Table 1, in this questionnaire, the proportion of males is slightly lower than that of females, among which there are 180 female samples, accounting for about 55.1%; There were 147 males, accounting for 44.9%. The proportion of men and women in the sample is relatively balanced, so the next research and analysis can be carried out. In terms of age, the questionnaires mainly focus on the range of 26-

30 years old and 31-35 years old, accounting for 44.2% of the total sample. The sample interval for those under 20 years old is the smallest, accounting for 9.4%. This is partly related to the age and social circle of the author, who is also between 26 and 30 years old. Moreover, the main objects of this study are consumers who can consume on the short video platform, and the age group between 26 and 35 is the main consumption force. In terms of the educational level of the questionnaire, there are 178 respondents, accounting for 54.4% of the sample, whose educational level is mainly undergraduate. Those with a master's degree and above account for the least, at 7.3%. Such sample data are in line with the current education situation in China. In terms of the frequency of using the short video platform, the respondents mainly use the short video platform more frequently, accounting for 43.7%, while the respondents who use the short video platform less frequently and infrequently only account for 8.5% and 3.3%. However, whether they are used frequently or not, short video advertisements will always be seen on short video platforms. Therefore, the sample size can continue to be used for subsequent research and analysis. In terms of the time that respondents use the short video platform in this questionnaire, most of them are 6-12 months and 1-2 years, accounting for 58.9% of the sample in total. However, only 18.3% of the respondents used the short video platform for less than 6 months, indicating that most of the subjects in this questionnaire survey have been using the short video platform for a long time. Therefore, this sample data is available, and the research and analysis can be continued.

Reliability analysis was performed to measure the instrumental stability or consistency of the scale. The Cronbach's α coefficient of entertainment is 0.859, that of precision is 0.816, that of interactivity is 0.833, that of creativity is 0.818, that of perceived aggression is 0.708, and that of consumer purchase intention is 0.840. The Cronbach's α coefficients of the scale are all above 0.7, indicating that the scale has high reliability. See Table 2.

Table 2 Descriptive statistical analysis of variables and reliability test table

Variable	Number of items	Cronbach's Alpha
Entertainment	3	0.859
Precision	3	0.816
Interactivity	3	0.833
Creativity	3	0.818
Perceived aggression	2	0.708
Consumer purchase intention	3	0.840

The variable validity analysis of this paper will be shown in Table 3. The Kaiser-Meyer-Olkin (KMO) value is the key indicator used in validity analysis to evaluate whether the data are suitable for factor analysis, and its value ranges from 0 to 1. The KMO value measures the structural validity of data by comparing the simple correlation coefficient and partial correlation coefficient between variables: the closer the value is to 1, the more common factors there are among variables, and the more suitable the data is for factor analysis. A KMO value greater than 0.6 is generally considered to be basically acceptable, while a value greater than 0.8 indicates that the data are very suitable. If the KMO value is lower than 0.5, it indicates that there is a lack of sufficient correlation between the variables, and the variables or data need to be adjusted before the analysis. See Table 3.

Table 3 Validity test table

variable	KMO	Bartlett's test of sphericity	Significance of significance
Entertainment	0.731	447.312	0.000
Precision	0.713	337.793	0.000
Interactivity	0.725	372.868	0.000
Creativity	0.711	346.063	0.000
perceived	0.739	87.360	0.000
consumers' purchase intention	0.727	390.400	0.000

To sum up, the KMO values of the questionnaires in the six dimensions of entertainment, precision, interactivity, creativity, perceived aggression and consumers' purchase intention are all greater than 0.7, and all reach a significant level.



Pearson correlation analysis is mainly to verify whether there is a correlation between variables. In addition, it is also necessary to see whether the correlation between variables is significant. Specific analysis data are shown in Table 4.

Table 4 Correlation analysis table

	Entertainment	Precision	Interactivity	Creativity	Perceived aggression	consumers' purchase intention
Entertainment	1					
Precision	.834**	1				
Interactivity	.770**	.804**	1			
Creativity	.776**	.811**	.812**	1		
perceived aggression	.483**	.524**	.488**	.530**	1	
consumers' purchase intention	.727**	-.728*	.775**	.758**	-.520**	1

* p<0.05 ** p<0.01

The results show that the entertainment of short video advertising has a significantly positive correlation with consumers' purchase intention ($r=0.727$, $p < 0.05$). There was a significant negative correlation between precision and consumers' purchase intention ($r = -0.728$, $p < 0.05$). Interactivity had a significantly positive correlation with consumers' purchase intention ($r = 0.775$, $p < 0.05$). Creativity has a significantly positive correlation with consumers' purchase intention ($r = 0.758$, $p < 0.05$). Perceived aggression has a significantly negative correlation with consumers' purchase intention ($r = -0.520$, $p < 0.05$). After preliminary verification of the research hypothesis, except that there is a negative correlation between perceived aggression and the dependent variable, there is a positive correlation between the other variables, and the correlation between the variables is significant, so the subsequent regression analysis can be carried out to explore the causal relationship.

In this section, this study aims to verify whether the causal relationship between the entertainment, precision, interactivity and creativity of short video ads and consumers' purchase intention exists and is established, and also to verify whether perceived aggression will interfere with the relationship between precision and consumers' purchase intention. Therefore, the regression analysis will be used to verify several hypotheses proposed in this study. The results are shown in Table 5.

Table 5 Multiple regression analysis

		Dependent variable: purchase intention		
		M1	M2	M3
		β	β	β
Independent variable	Precision	0.036	0.01	0.211*
	Entertainment	0.200***	0.195***	0.192***
	Interactivity	0.371***	0.364***	0.370***
	Creativity	0.272***	0.241***	0.239***
Moderating variable	perceived aggression		0.115***	0.265***
	Precision*perceived aggression			-0.312*
Term of interaction	VIF	≤ 4.577	≤ 4.650	≤ 26.236
	R ²	0.665	0.674	0.678
	Adj ²	0.661	0.669	0.672
	F	159.892	132.902	112.296

The regression coefficient analysis shows that the regression coefficient of entertainment ($\beta = 0.192$, $p < 0.001$) has a significantly positive impact on consumers' purchase intention, which indicates that the higher the entertainment of short video advertising is, the higher the purchase intention of consumers is. Therefore, this paper holds hypothesis H1: the entertainment of short video advertising has a positive impact on consumers' purchase intention.

The regression coefficient analysis shows that the regression coefficient of accuracy ($\beta = 0.211$, $p > 0.001$) has no significant impact on consumers' purchase intention, which indicates that the push accuracy of

short video ads has no significant impact on consumers' purchase intention. Therefore, H2: the precision of short video advertising has a negative impact on consumers' purchase intention is not supported in this paper.

The regression coefficient shows that the regression coefficient of interactivity ($\beta = 0.370, p < 0.001$) has a significantly positive impact on consumers' purchase intention, which indicates that the higher the interactivity of short video advertising is, the higher the purchase intention of consumers will be. Therefore, this paper holds hypothesis H3: the interactivity of short video advertising has a positive impact on consumers' purchase intention.

The regression coefficient shows that the regression coefficient of creativity ($\beta = 0.239, p < 0.001$) has a significantly positive impact on consumers' purchase intention, which indicates that the more creative the short video advertisement is, the higher the consumers' purchase intention will be. Therefore, H4: the creativity of short video advertising has a positive impact on consumers' purchase intention.

Next, the moderating variable perceived aggression is put into the regression equation. The interaction terms between the independent variables and the moderating variables studied in this paper are put into the regression equations of each table respectively, and finally hypothesis H5 is tested in this model. The two-factor interaction term between the accuracy of short video advertising and perceived aggression assumed in this study is put into the model, and the results show that the accuracy of short video advertising ($\beta = -0.312, p < 0.05$) has a significant interaction effect, so H5 is supported. The VIF in each model in each table is less than 10, which indicates that there is no multicollinearity problem in the model.

4.2 Discussion

The results of the above data analysis show that:

- 1) The entertainment of short video ads has a positive impact on consumers' purchase intention

The research in this paper shows that in the era of information explosion, consumers are often inundated with a lot of information, but short video advertisements with strong entertainment can stand out, attract the attention of the audience more easily, make consumers willing to stop and watch, and improve the exposure rate of the advertisement. Entertaining content often elicits emotional responses in the audience, such as humor, surprise, or moving, thus enhancing emotional connection. This connection helps to build brand affinity, so that consumers have a positive perception and dependence on the brand. In addition, entertaining advertising content is more likely to be remembered by consumers through an interesting plot, a compelling story, or a unique presentation, and recalled at the time of purchase decisions. Such an advertisement is also more likely to be shared by the audience, especially on social media, which can expand the spread of the advertisement, form a word-of-mouth effect, and influence more potential consumers. At the same time, entertainment advertising delivers information in a relaxed and pleasant way, which reduces the resistance caused by traditional advertising and lowers the psychological defense of consumers, making them more willing to accept advertising information. To sum up, the entertainment of short video advertising not only enhances the viewing value, but also promotes consumers' purchase intention through various mechanisms.

- 2) The impact of the precision of short video advertising on consumers' purchase intention is not significant

The research in this paper shows that although precise push can make advertisements more in line with users' interests, information overload will cause users to feel tired of frequently appearing advertisements, thus reducing attention and purchase intention. In addition, precise push may lead to the homogenization of advertising content and lack of freshness. While precision push attempts to personalize ads, it still falls short in understanding consumers' complex needs. Consumers' purchase decisions are not only affected by interest, but also involve multiple factors such as context and emotion, which are difficult to fully grasp through accurate push. Consumers prefer to actively discover and choose products rather than passively receive advertisements. Too precise a push could be seen as interfering with their freedom of choice, which could lead to disgust. To sum up, although precise push should theoretically improve advertising effectiveness, due to these factors, its impact on consumers' purchase intention is not significant and needs to be optimized in combination with other strategies.

3) The interactivity of short video advertising has a positive impact on consumers' purchase intention

The research in this paper shows that interactive advertising makes consumers actively participate in it through the functions of commenting, liking and sharing. Such participation not only increases the frequency of interaction with the brand, but also enables consumers to have a deeper impression and interest in the brand during the interaction. Through active participation, consumers are not only passive receivers of information, but also become part of the brand experience, which effectively enhances their attention to the brand. At the same time, interactive advertising allows consumers to give immediate feedback and ask questions while watching, and brands can respond quickly. This mechanism of real-time communication not only improves the quality of interaction between consumers and brands, but also enhances consumers' sense of trust and satisfaction with brands. When consumers are aware that their opinions are valued and responded to, they are more likely to develop favorable feelings towards the brand and consider purchasing its products. In addition, interactive advertising is able to provide personalized content experiences based on consumer choices. This personalization makes the advertisement more relevant and engaging, and consumers feel that the advertisement is tailored to them, thus increasing their interest in purchasing. This not only improves the user experience, but also makes the product or service more relevant to the needs and preferences of consumers. Through interactive functions, consumers can also communicate and share views with other users, forming a community. This sense of community not only enhances consumers' sense of belonging, but also creates a space for communication and sharing, which makes them more inclined to support and purchase branded products. The connection and resonance consumers feel in the community further drives their loyalty to the brand. Moreover, interactive advertising encourages consumers to have a deeper understanding of product features and values by encouraging them to participate. This deep understanding helps enhance memory and makes consumers more inclined to choose the brand when making purchase decisions. Through this comprehensive interactive experience, brands can effectively influence consumers' purchase intentions and achieve better marketing results.

4) The creativity of short video advertising has a positive impact on consumers' purchase intention

This paper shows that creative short video advertising quickly attracts consumers' attention through unique visual effects and novel content, which makes them have a strong interest in the advertising content, and thus increases the possibility of watching. In addition, creative advertisements usually contain memorable elements, such as compelling storylines or unique presentation techniques, which help to leave a deep impression in the minds of consumers and enhance the brand's memory. Through clever narratives and moving images, creative advertising is able to resonate emotionally with consumers. This emotional bond enhances consumers' favorable impression and trust in the brand, which in turn increases their purchase intention. In the fierce market competition, creative advertising helps brands stand out, show unique value proposition, and help brands occupy a unique market position in the eyes of consumers. Consumers are also more inclined to share creative advertising content, especially on social media. Such sharing not only expands the spread of advertising, but also influences more potential consumers through the word-of-mouth effect. Finally, creative advertising can effectively convey the core value and concept of the brand, improve the brand image, and make consumers have a deeper recognition and recognition of the brand.

5) There is a moderating effect of perceived aggression

The results of this study show that when consumers perceive advertising as too precise, their privacy concerns may increase, and they fear that their privacy will be violated. This fear can reduce trust in the brand, thus weakening purchase intention, and consumers may feel that their behavior and preferences are overmonitored, leading to resistance. If consumers have a high degree of trust in the brand or platform, they may be less aware of the intrusion of precision push. Therefore, brands need to establish a good trust relationship and reduce consumers' concerns to enhance their purchase intention. Precision push requires a balance between personalization and privacy protection. Overly precise advertising may make consumers uncomfortable, while moderate personalization can enhance the relevance of advertising and increase purchase intention. Brands should pay attention to consumers' privacy preferences and optimize advertising push strategies. Increasing the transparency of AD push, making consumers aware of data usage, and giving them control can reduce perceived aggression. If consumers can choose the type and frequency of ads they

receive, they may be more willing to accept targeted push, thus increasing their purchase intention. Perceived aggression may also vary by cultural context. In some cultures, consumers value privacy more and are therefore less receptive to precision pushes. Brands need to consider cultural factors and adjust their advertising strategies to suit consumer needs in different markets. To sum up, perceived aggression plays a key moderating role between push accuracy and consumers' purchase intention. Brands need to reduce perceived aggression through various strategies to effectively use precise push to enhance consumers' purchase intention.

5. Conclusion

In the previous article, we reached the conclusion of this paper through investigation and analysis. From the above articles, it can be seen that the entertainment, interactivity, and creativity of short video advertisements have a significant impact on consumers' purchase intention, while precision has no significant impact on consumers' purchase intention. At the same time, perceived aggression does have a moderating effect on precision and consumers' purchase intention. Please note that according to the conclusion, I will provide some useful suggestions to short video platforms and video owners.

By using humor or an engaging storyline, ads can stand out from the crowd and attract viewers' attention. High-quality visual effects, animations, bright colors, and dynamic pictures effectively catch the audience's eye. Choosing the right music and sound effects can enhance the emotional impact, stimulate resonance, and make the AD more appealing. Through the endorsement of popular stars or Internet celebrities, the appeal of advertising can be greatly enhanced, and the celebrity effect can be used to increase the awareness and trust of the brand. Tell stories that can trigger emotional resonance and strengthen the audience's affinity and memory for the brand. Make sure the advertising message is concise and clear, and avoid redundant content so that the message can be conveyed directly and effectively in the limited time. Through these strategies, short video advertising can be more entertaining, more effective in attracting and retaining viewers, and ultimately enhance the brand's influence and consumers' purchase intention.

In short video advertising, the following strategies can be used to effectively enhance the interactivity, so as to improve the audience's participation and the purchase intention of the brand. Include interactive elements such as polls, questions and answers, or mini-games in your ads. These elements can not only attract the audience's attention, but also make them actively participate in it and increase the sense of engagement. For example, brands can design interesting question-answering games that allow viewers to deepen their understanding of the product as they answer questions. It is important to design real-time feedback mechanisms. After participating in the interaction, the audience can immediately see the results or reactions, and this immediate feedback can greatly enhance their interest in participation and satisfaction. Real-time feedback can also be presented in the form of animation or short videos, making the whole interaction process more lively and interesting. Users are allowed to choose different interaction paths according to their preferences to meet the needs of different audiences. With personalization options, the AD experience can be more tailored to the user's interests and needs, thereby increasing relevance and appeal. For example, different product features or preferential information can be displayed according to the user's choice. Make sure the interaction steps are simple and clear to avoid complex operation processes. By providing clear guidance, the audience can complete the interactive process smoothly. Clear instructions can include concise text or illustrations to help the audience quickly understand how to engage. Offer small rewards or coupons as incentives to encourage the audience to participate in the interaction. This not only increases the attractiveness of the brand but also stimulates consumers' purchase motivation. Rewards can be product discounts, raffles or small gifts to increase the enthusiasm of the audience to participate. Viewers are encouraged to share their interactive experiences or results on social media. This can expand the spread of advertising, and use social influence to attract more audience attention and participation. By setting up a sharing reward mechanism, the audience's sharing willingness is further stimulated. Viewers are encouraged to create and share brand-related content, which not only enables community interaction, but also enhances brand loyalty and engagement. User-generated content can be short videos, images or text comments, and brands can hold contests or events to motivate users to contribute content. Through the above strategies, short video advertising can greatly improve its interactivity, making the audience more willing to participate, thus improving brand awareness and influence.

In short video advertising, innovative ideas are important to attract audience interest. For example, design a storyline that leads the audience to expect a certain outcome, but gives an unexpected twist at the end. This unexpected ending can stimulate the audience's curiosity and impress them with the content of the advertisement. Or tell the same story from different characters or perspectives, allowing the audience to see the many sides of the event. This approach adds depth and appeal to the story. The method of time flashback is used to show the result first and then trace the development process of the event. This kind of narrative can stimulate the audience's desire to explore and make them pay more attention to details. Introduce some fantasy or surreal elements to make the advertisement more creative and attractive. Audiences are usually very interested in novel content. An interactive experience that allows viewers to decide the direction of the story by choosing different options can make them more engaged with the AD. Using metaphors or symbols to convey brand information can increase the artistry and connotation of advertising. Finally, the use of natural elements symbolizes the purity and environmental protection of the product. Through real and touching stories to trigger the emotional resonance of the audience, so that they have a deep emotional connection when watching. Through these innovative ideas, short video advertising can be more creative and attractive, thus effectively enhancing the audience's interest and the brand's influence.

Advertisers can take the following measures to avoid perceived aggression by consumers towards short video ads: ensure transparency when collecting and using consumer data, inform users of the purpose of data, and provide the option to opt-out. Control the frequency of advertising to avoid disturbing users too frequently and causing boredom. Create high-quality, creative ads that capture users' attention rather than relying solely on frequent exposure. Clearly label the content of the advertisement in the short video advertisement to avoid making users feel misled or deceived. Attract users through positive emotions and storylines to reduce the generation of negative emotions. Collect user feedback on a regular basis to find out what they think about the AD and adjust the AD strategy based on the feedback. Through the above methods, advertisers can effectively reduce consumers' perceived encroachment on short video ads and improve AD acceptance.

6. Limitations and future research directions

6.1 Limitations

Regardless of research methods or research ideas, the research of this paper has been carried out rigorously, but there are still many shortcomings due to the limitation of personal ability and research methods.

1) There are limitations in the sample of the questionnaire: the survey objects of this study are mainly people around the author, most of whom are of the same age as the author, and the geographical scope is not large.

2) Deficiency of research framework: This paper refers to the findings of many previous scholars, and uses the entertainment, precision, interactivity and creativity of short video advertising as independent variables to study the purchase intention of consumers of short video advertising and selects perceived aggression as a moderator according to the common problems of today's short video platforms. However, there are many other characteristics of short video ads that may have an impact on consumers' purchase intention, so this paper may be slightly insufficient in the research framework.

6.2 Future research directions

1) Increase the scope of research object samples. In this study, due to the influence of my own ability, the sample coverage of research objects is not wide enough. Therefore, the author believes that in the follow-up research, future generations can evenly sample people of all ages and regions, reducing the bias of research results.

2) Use a variety of research methods. The research of this paper uses SPSS software for data analysis, and the whole paper is also promoted by the quantitative analysis method. The author believes that if future generations continue to conduct research, interviews with users or advertisers of short video platforms can be added to draw more accurate conclusions from a more comprehensive perspective.

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