

The Impact of Different Types of Short Video-Linked Advertisements on Consumer Avoidance Behavior: A Case Study of Douyin Advertisements

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Abstract:

With the rapid growth of the Internet, short videos have become increasingly significant in the advertising industry. Advertising linked to short videos has progressively emerged as a primary marketing strategy. However, certain categories of customers cannot be accurately targeted with advertisements, leading to dissatisfaction among some viewers of short videos. Consequently, ads associated with videos often result in consumer avoidance behavior. This article investigates and analyzes the impact of different types of short video-linked advertisements on consumer avoidance behavior, drawing on a variety of previous studies. The findings highlight the demographic traits and behaviors of consumers who tend to avoid product-related marketing in short videos. In an effort to address this issue, the study also provides comprehensive solutions and strategies to mitigate consumer avoidance and improve the effectiveness of short video advertisements. Moreover, the growth of online shopping has influenced consumer behavior and preferences, further emphasizing the need for effective advertisement strategies. By understanding the factors that contribute to ad avoidance and tailoring advertisements to meet consumer needs better, advertisers can enhance viewer satisfaction and engagement. This research contributes to the broader understanding of advertising dynamics in the digital age and offers practical insights for marketers aiming to optimize their short video advertising campaigns.

Keywords: Short Video-Linked Advertisements; Consumer Avoidance Behavior; Douyin

1. Introduction

For most people, short video connectivity has become an important form of Internet application to hide, and many consumers like to produce and watch short videos when they have leisure time. At the same time, online video-related ads are also in the fields of visualization in an implanted, embedded way [1]. More and more advertisers choose short video-related advertising marketing patterns to help increase product sales and brand effectiveness. However, there are some inadequate forms of existing online video-linked ads, such as ads placed too high, inserted in almost every video, or the window of content in short video platforms, and the market, short video links ads to the way consumers choose a single view of the consumer, and not very good to attract the attention of consumers, which will lead consumers to be disturbed in the process

of viewing short-specific advertising, not only because of the positive relationship but also because of negative brand-related behavior, so that the study of the use of different methods to avoid short-text advertising can also lead to increasing the impact of these researches on the development of the theoretical and psychological aspects of advertising that supports consumers.

2. Tiktok and Tiktok Effect Advertising Introduction

Shake Video is a music-creative video social software from Beijing Byte Bounce Technology Co., Ltd. Users can select songs on the Shake and select different special effects to shooting short music videos to create their own work, allowing each user to “record their good life” [2]. The software also personalizes the pushing according to

the preferences of different users, pushing the short videos of interest to each user according to big data estimates.

Currently, mainstream advertising on trembling is mainly divided into five forms, namely, open-screen advertising, sticker advertising, custom challenge competition, information stream advertising, and collaborative classes.

(1) Open-screen ads are ads that are displayed to fill a gap at the time of the app’s launch. Its type is divided into static three seconds, dynamic four seconds, and video five seconds [3]. Such ads capture the “golden five seconds” of short videos that users cannot avoid. (2) Some open-screen ads will automatically jump to the corresponding purchase details page or software after the end of the ad, requiring the consumer to skip the ad manually [4]. Open-screen advertising increases the exposure of the brand’s goods through compulsory display, attracting the attention of consumers. Although this practice can quickly complete the transformation of traffic in a short time, it has little impact on consumer consumption behavior.

Sticker advertising is the shaking of the logo of some brands or their representative icons designed as video sticker special effects that users can find and use in the library of special effects when shooting short videos. It is embedded in the short video content, which can make it easier for users to accept the brand and enhance brand affinity and good sensitivity.

The custom challenge is a collaboration with the brand, which invites short video bloggers to create action-simple and easy-to-emulate videos, enhancing the brand’s visibility through the connective effect.

Information Stream Advertising is an embedded short video ad that appears in a friend or blogger video when the user brushes the short video, integrates the ad into the video, reduces the user’s resistance, and allows the content of the ad to be mixed in a variety of short videos.

Dharman Corporation Category Advertising is a brand partner with Shrek. Dharma recommends different positioning for the brand, and the brand will choose to meet the requirements of the relevant chairperson so they can shoot the relevant short video advertisement. This kind of short video advertising, through the linked way, uses the influence of adults to attract a lot of traffic so that users are interested in the brand’s products, thereby increasing the sales of products.

3. Research method

The investigation research method is a kind of research method that collects the materials about the research object through various methods to understand the situation or solicit the opinions of the respondents [5]. As one of the concrete forms, a questionnaire survey has the characteristics of standardization, structure, and quantification.

The Reasons for questionnaire design:

1. Collecting systematic and standardized data: Questionnaires provide a structured way to collect information, ensuring that each respondent answers the same questions in the same way so that the collected data is consistent and comparable.

2. Covering a broad sample: Having access to a large number of respondents, whether geographically dispersed or with diverse backgrounds, contributes to a more comprehensive and diverse perspective.

3. Clear research questions and objectives: It helps to clearly transform the research focus and questions to be explored into specific questions to ensure the pertinence and effectiveness of the research.

4. Improve research efficiency: Compared with other research methods, such as in-depth interviews, questionnaires can be distributed to multiple respondents at the same time, saving time and resources.

5. Easy quantitative analysis: Questionnaire answers can usually be quantified and coded to facilitate data analysis using statistical methods and draw objective and accurate conclusions.

6. Control variables and factors: Through carefully designed questions, variables and factors that may affect the research results can be controlled to improve the internal validity of the research.

7. Verify and supplement other research methods: It can be combined with other research methods (such as observation, experiment, etc.) to verify and supplement each other, making the research results more reliable and comprehensive.

Sample size of different customer groups (starting from gender, age, and occupation): 123 (Table 1). All kinds of people were randomly selected as samples to ensure the representativeness of the data. The inclusion criteria and exclusion criteria of the samples were carefully considered to ensure the internal and external validity of the study.

Table 1. Participants Information

Essential issue	Survey data
Sex distribution	Males accounted for 30.63% and females for 69.37%.
Age distribution	The majority were 30-50 years old (33.33%) and under 18 years old (32.43%)

Occupational distribution	Office workers accounted for the highest proportion at 38.74%, followed by students at 37.84%.
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4. Survey Result Analysis and Suggestion

4.1 Result Analysis

With regard to our questionnaire, this study has come to the following conclusions:

4.1.1 Basic information about the respondents

About 70% of the respondents were women, and about 30% were men. Among them, office workers accounted for the highest proportion at 38.74%, followed by students at 37.84%. From the perspective of gender, there are more women than men. From the perspective of occupation, office workers and students account for the main part. Perhaps this is because these groups need to be exposed to more consumption-related information in their lives. For example, students need to purchase study materials, stationery, and training lessons. Middle-aged and older adults obviously do not have such needs

4.1.2 Respondents' exposure to advertising

Respondents' average weekly exposure to video platforms is less than 5 hours, which is not high overall. The average number of times of exposure to advertisements is polarized between 5-10 times (31.53%) and over 21 times (27.03%). This may be due to the different video platforms used. However, there is also a marketing strategy to attract users to watch advertisements so as to get some benefits. Users who favor this approach also experience a sharp increase in the number of times they are exposed to and watch advertisements.

4.1.3 Elements of advertising

88.29% of the respondents prefer advertisements that are less than 30 seconds long, which is a very high percentage. In other words, people don't like ads that are too long. Viewers select advertisements, and advertisements that take up too much of consumers' time will easily make them feel bored.

According to the survey data, the attraction of advertisements in the public's mind is mainly reflected in the humorous or touching storyline (69.37%) and witty humor (38.74%). Then, this paper will analyze these two dimensions.

Humorous elements: 71.17% of the respondents believe that the criteria for good creative ideas in advertisements are novelty and uniqueness, while unexpected plot twists (46.85%) and humorous lines or narration (67.57%) are the most appealing humorous elements to the respon-

dents. Humorous elements in advertisements in daily life are mainly situational humor (53.15%) and verbal humor (56.76%), which correspond to "unexpected plot twists" and "humorous lines" above.

However, the survey data also shows that practical ads (61.26%) are more attractive to consumers than creative ads (38.74%), which indicates that the element of humor, though attractive, is not as valuable as the visible and tangible benefits. Perhaps the orientation of the two varies from person to person: people who like to seek freshness and add fun to their lives are easily attracted by creative advertisements; when pursuing cost-effectiveness, people tend to refer more to practical advertisements.

Emotional elements: Most respondents believe that emotional elements in advertisements have a certain impact on purchasing decisions, so what kind of emotions do people resonate with? The data shows that family affection (62.16%) and self-realization or success (56.76%) are the most appealing emotional elements to the respondents. It seems that emotional connection and personal value are the emotional topics that consumers are most care about and easiest to empathize with

4.1.4 The pushing and sharing of advertisements that

According to the data, respondents are less likely to be attracted by advertisements (36.94% less likely). For creative and attractive advertisements, respondents' willingness to recommend them to their friends or family members is mediocre (36.04% average). This suggests that the public's attitude towards advertisements is rather bland, whether it is to attract purchasing or sharing. This may be because people always prefer things they are familiar with, and choosing a brand is no exception. Although people may be attracted to advertising, they are still wary and distrustful of it.

4.2 Suggestions

Based on the survey's display of consumers' advertising preferences, in order to deliver more effectively and maximize benefits, this study has formulated the following schemes:

4.2.1 Quasi-targeting and personalized advertising

In the age of big data and artificial intelligence, advertisers have unparalleled access to user behavior and preferences. By leveraging these technologies, advertisers can design personalized advertising content that aligns closely with the interests of their target audience. This process, known as quasi-targeting, involves analyzing factors such

as user age, gender, occupation, and hobbies to create ads that resonate more effectively with different demographic groups.

For instance, advertisements aimed at younger users can be more interactive and entertaining, utilizing elements such as augmented reality or social media integration to engage this tech-savvy audience. Conversely, ads targeting middle-aged and elderly users might focus on themes related to health, wellness, and quality of life, reflecting their interests and concerns. By implementing precision marketing techniques, advertisers can minimize the waste of network traffic and ensure that their messages reach the most relevant audiences.

Quasi-targeting not only enhances the relevance of advertisements but also improves user experience by reducing the frequency of irrelevant ads. This approach fosters a more positive relationship between consumers and brands, as users feel that their preferences are understood and respected. Ultimately, personalized advertising can lead to higher engagement rates, increased customer loyalty, and better overall campaign performance.

4.2.2 Enhancing the creativity and quality of advertising content

To capture and retain user attention, advertising manufacturers must prioritize creativity and quality in their content. One effective strategy is to use story-based and gamified content, which can make advertisements more engaging and memorable. By incorporating elements of entertainment and education, advertisers can create a more immersive experience for users and reduce the perception of hard sales tactics.

Research indicates that about 75 percent of participants are attracted to humorous elements in advertisements, and 50 percent believe that emotional factors significantly influence their purchasing decisions. These findings suggest that humor, emotional resonance, and other engaging elements are crucial for enhancing the appeal of advertisements. Advertisers can leverage these insights to craft compelling narratives that resonate with their audience on a deeper level.

In addition to humor and emotion, advertisers can also introduce innovative web jargon and catchy phrases that make the advertisement itself something users are eager to share. By creating memorable and shareable content, advertisers can increase the organic reach of their campaigns and encourage user-generated promotion. For example, a clever tagline or a relatable meme can quickly go viral, amplifying the impact of the advertisement far beyond its initial audience.

Moreover, improving the production quality of advertisements is essential. High-quality visuals, sound, and over-

all presentation can significantly enhance the perceived value of the ad and the brand it represents. Investing in professional production techniques and creative talent can yield advertisements that stand out in a crowded digital landscape.

In conclusion, the effectiveness of modern advertising lies in its ability to combine precision targeting with high-quality, creative content. By understanding and leveraging user preferences, advertisers can create personalized and engaging advertisements that not only capture attention but also foster positive consumer relationships. As the advertising industry continues to evolve, these strategies will be key to achieving sustained success in a competitive market.

4.2.3 Enhance interactivity and participation

Introduce interactive elements, such as online voting or mini-games, to allow users to participate while watching ads, improving user engagement and brand memory. Through innovative forms of interactive advertising, these brands enhance the user's participation and attention to the brand, as well as enhance the advertising effect and brand influence. Interactive advertising comes in a variety of forms, including online games, interactive videos, virtual experiences, etc. Its purpose is to make consumers more actively participate in advertising and deeply interact with brands so as to convey brand information and values better. Coca-Cola launched the "Torch Online Relay activity", users can win the title of "Torch Ambassador" and the corresponding icon after winning the Torch Online relay qualification. Suppose the company can invite other users to participate in the specified time. In that case, the icon will be lit and get exclusive skin rights, and invited friends can continue to invite others. The activity attracted a large number of users to participate. Volvo uses Interconnect Media to customize interactive digital video magazines for its models with a variety of content, allowing users to dynamically understand the construction and characteristics of car components and freely match body colors. In the process of acquiring information, users can feel the brand concept of Volvo more deeply through the experience of new media, and Volvo can also obtain valuable data about users' attention.

4.2.4 Create different creative ads for special days

Creative advertisements about special festivals can better render the holiday atmosphere at the same time, make good use of consumer psychology, and increase sales. Victoria's Secret has taken advantage of the Chinese Valentine's Day to make full use of the touch screen features of smartphones with the launch of a light app. Users need to rub the screen with their fingers, and a sexy girl will

surface. Continue to browse to see the brand introduction and reach the underwear buying page, attracting much consumer attention and participation.

4.2.5 Adopt user comments and make corresponding improvement measures

According to the survey, nearly 90 percent of participants found ads under 30 seconds the most engaging. Obviously, advertising should be controlled in length; advertising segments that are too long are easy to get bored of. In addition, the user's choice should be respected, such as providing an obvious close button for ads, not taking up a large page, and so on, to avoid mandatory viewing. At the same time, the frequency of advertising should be controlled to avoid disturbing users excessively and causing disgust.

5. Conclusion

5.1 Key Findings

This article has explored how the advertising field is changing, with a particular focus on the rise of short video ads as a main marketing strategy. Our findings show that, despite increasing usage as a tool for marketers to enhance product sales and raise brand awareness, short video advertising is not without its drawbacks. Because these advertisements are so frequent and bothersome, many customers neglect them. According to our research, people prefer shorter commercials with interesting content—like humor or emotional resonance—over lengthy, harsh promotional messages. Additionally, users are more likely to respond favorably to personalized and interactive advertisements that respect their autonomy.

5.2 Research Significance

This research has business significance because it could assist advertisers refine their short video advertising tactics. Advertisers can provide more compelling ad content that reduces user resistance and increases brand impact by understanding consumer preferences and behaviors. This study also emphasizes how crucial it is to use AI and big data to target advertisements to particular groups to increase the relevance and attractiveness of marketing campaigns. These results have the potential to propel the advertising industry toward the creation of more advanced and consumer-friendly models, which will ultimately strengthen the bond between audiences and companies.

5.3 Limitations and Future Study

This study's dependence on secondary data, which might not accurately reflect the complex behaviors and preferences of specific customers, is one of its limitations. Surveys and interviews with primary data could be utilized in

future studies to obtain a more in-depth understanding of customer attitudes toward short video advertising. Furthermore, investigating how different ad formats affect consumer behavior and brand loyalty over the long run could provide useful insights for marketers. Further research on the effects of cutting-edge digital marketing innovations, including augmented reality and virtual reality, on the efficacy of brief video advertisements could provide a more comprehensive understanding of the possibilities.

Authors Contribution

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

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