

# Analysis Of Consumers' Purchase Willingness To Implant Advertisements In Short Videos

Yanyan Cai

No.5 Middle School, Quanzhou, China  
1807050114@stu.hrbust.edu.cn

## Abstract:

Product placement is a form of advertisement implanted in short films and other contents in the form of props, lines, plots, scenes and other forms. Now, product placement is also popular in the field of short video, and consumers' purchase intention is a representative factor to verify the effect of short video product placement. This paper conducts empirical research on the attitude and purchase intention of consumers of different ages in different fields through questionnaire survey, and explores the development status of short video product placement. The results show that the product information is not real display is the vast majority of respondents are not willing to buy short video placement in the product, and the product meet the demand is the reason for the product is bought, but also found that brand and short video bloggers should pay attention to the changing trend of today's era, focusing on the demand, improve the quality of the placement.

**Keywords:** short video; product placement; purchase intention

## 1. Introduction

Short video is a feature of The Times. In 2023, a popular short video platform, TikTok, had 700 million daily active users in 2023, and Kuaishou reached 300 million. While the user scale of the short video platform expands, its advertising value is also increasingly attracting the attention and investment of enterprises. Among them, product placement is the mainstream advertising model of short video today. Product placement is a kind of product advertising form of hidden content, brand through screening to the product image of bloggers and stars, through a short video skillfully convey product information to consumers, impress the product, consumers and achieve the purpose of stealth marketing, stimulate consumer purchase intention to [1]. Relative to the information flow advertising, open screen advertising, enterprise advertising traditional advertising, implants will product into a distinctive symbol into the short video, and short video through the big data push mechanism push to prefer the video content, so the short video advertising viewers tend to focus, the spread of the advertising effect will be better [2].

From the perspective of consumer groups, proper short video placement can make consumers happily accept information and buy suitable products to enrich their life quality; from the perspective of brand side, it can improve the efficiency of product advertising and bring better economic benefits; from the perspective of short video bloggers, product placement is an important revenue source of

it and a way for bloggers to realize business value. It is of great economic significance to achieve win-win results at the same time, and consumers are the cornerstone of all this. Now short video implants exists but have emerged with the audience demand, lack of advertising ideas, advertising time is too long, too blunt, violate the rights of the audience, lack of prior review specification problems and problems such as [3], some consumers in the face of advertising boredom, and questioned the blogger is in order to take goods and fool consumers, thus to the advertising brand produced certain resistance. If these problems are not taken to solve, not only can not complete the advertising marketing plan and goals, but also lead to the video of the blogger himself, the result of half the effort, bring the result of "double, lose" [4]. So what is the current consumer attitude towards short video product placement? This paper takes TikTok short video as an example to conduct a questionnaire survey on students of different ages, young people, middle age and elderly and groups with different interest preferences from different regions to analyze consumers' attitudes towards short video placement and product purchase intention.

This chapter will give a general overview of the study content, which can be divided into five parts: The first part is the questionnaire and data collection. The second part is the respondent information analysis. The third part is the analysis of the product purchase reasons for the short video product placement advertisement. The fourth part is

the attitude analysis of short video product placement. The fifth part is a summary.

## 2. Questionnaires and data collection

In order to explore the purchase intention of consumers for advertisements in short videos, this paper designed a questionnaire. This questionnaire consists of two parts, including 12 questions, including basic information of respondents, respondents' preferences for short video content, purchasing motivation for product placement, and their attitudes towards product placement. In order to ensure the credibility and validity of the questionnaire, the questionnaire was first pre-investigated and screening items were set, and the content of the questionnaire was adjusted and corrected for many times. Finally, the questionnaire was released on the questionnaire star platform on March 2, 2024, and the published object was TikTok users. The questionnaire was set as required answer and

each IP can only be filled in once. As of March 8, 2024, a total of 185 questionnaires were collected, and 185 valid questionnaires were obtained after careful screening, with a recovery rate of 100%.

## 3. Analysis of the respondents

### 3.1 Basic information

The basic information of the respondents is shown in Table 1, among which more women participated in the questionnaire (60.54%) than men (39.46%). The higher female participation rate indicates that girls are more interested in short video product placement. The age proportion of respondents was 5.95% under 15, 40.54% aged 15-22, 8.11% aged 23-28, 5.95% aged 29-36, 11.89% aged 37-42, and 27.57% over 42. The higher enthusiasm for participation aged 15-22 and over 42 indicates that they may be the main buyers of short video product placement.

Table 1. Basic information of the respondents

class	Number / proportion					
By gender	man student			woman student		
	73/39.46%			112/60.54%		
By age	Number / proportion					
	Under 15	15-22 Years old	23-28 Years old	29-36 Years old	37-42 Years old	Over 42 years old
	11/5.95%	75/40.54%	15/8.11%	11/5.95%	22/11.89%	51/27.57%

### 3.2 Experience of product placement

According to the survey of this paper, 147 respondents like to watch TikTok short videos, accounting for 79.46%. Each person's video content preferences are different, as shown in Figure 1. 20.41% of respondents like to watch daily life sharing videos, accounting for the largest proportion; 0.68% of respondents prefer good things sharing, accounting for the least proportion. When asked if your favorite related TikTok blogger had ever implanted ads in their videos, 109 respondents, or 74.15 percent, said they had received them. It can be seen that the placement of short video implants covers a wide range and involves a large total audience (Fig 1).

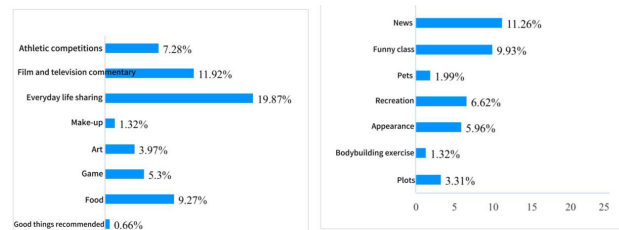
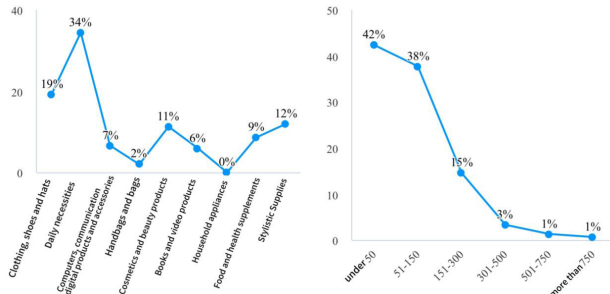


Fig. 1 Responses' preference for short video content

### 3.3 The purchase experience of the products involved in the product placement advertisement

According to the questionnaire survey, in terms of the product types of product placement, the respondents prefer the products in the category of daily necessities. Among the categories provided by the questionnaire, 51 respondents preferred daily necessities (tableware, personal care, etc.), accounting for the largest proportion (34.69%); followed by clothing, shoes and hats, 28 respondents chose this category, accounting for 19.05%; the least was household appliances, accounting for 0%, as shown in Figure 2. In the face of "which range do you usually prefer to buy", 63 respondents chose products below 50 yuan, accounting for 42.86%; followed by the range of 51-150 yuan, accounting for 36.73%; the least proportion was higher than 750 yuan, with only one respondent (0.68%). The overall trend of the decline of buyers with price increase, as shown in Figure 3. As can be seen from the respondents' products and price preferences, products with less cost related to daily life and less cost have more purchasing value (Fig 2-3).



**Fig. 2 Respondents 'preference for product type Fig.3 Respondents' preference for product price**

### 4. Analysis of the product purchase reasons for short video product placement advertising

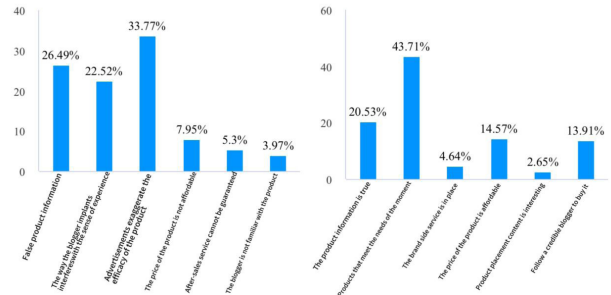
#### 4.1 The product information is not really displayed, which is the reason why the vast majority of respondents are unwilling to buy the products in the implanted advertisements.

According to the questionnaire survey, among the 147 respondents, more than 30% (32.65%) said that the brand party deliberately exaggerated the efficacy of the product, deceiving consumers and making them unwilling to pay for the product; secondly, 40 respondents (27.21%) revealed that false product information is the reason for not consumption, as shown in Figure 4. There is no lack of false propaganda examples in life, such as Li Jiaqi propaganda of non-stick pan actually touch the pot, Wei Ya recommended Beizhi tooth punch in the broadcast room called Jiebi 's children, but later found that Beizhi has nothing to do with Jiebi brand, such false propaganda is everywhere [5]. This further shows that the true description of the product information in the product placement advertisement is what consumers need to see, and only through the investigation of the authenticity, consumers will have the purchase intention. Brand owners and short video bloggers should pay more attention to this issue.

#### 4.2 Respondents bought the product in the product placement because of its timeliness

The survey results show that 64 respondents chose to buy the implanted products because the products met the current demand, accounting for 43.54%; secondly, the real product information accounted for 20.42%, the product price accounted for 14.97%, and there is no shortage of people recommended by trusted bloggers, accounting for 13.61%, as shown in Figure 4. This shows that the TikTok short video platform uses big data to calculate consumer demand and recommend corresponding products, and the

real-time and timeliness of the products stimulate consumers' desire to buy. This gives the brand and the bloggers a guide, and following consumer demand is an important step for successful marketing(Fig 4).



**Fig.4 Reasons for not choosing to buy the product in product placement and purchasing the product in product placement**

### 5. Attitude analysis of short video product placement

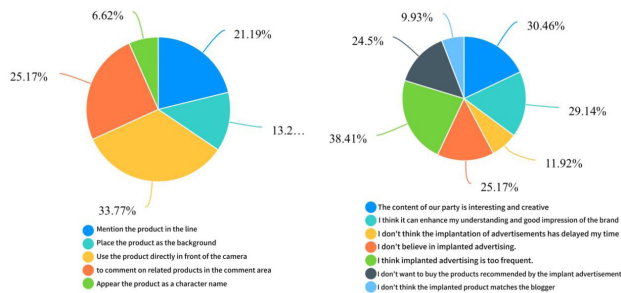
#### 5.1 Direct use of products in front of the camera is acceptable to most respondents

According to the questionnaire, the most acceptable implant method for 50 respondents is to use products directly in front of the camera, accounting for the maximum 34.01%; the second is the comment area, 24.49%, and the product information in the lines, 21.09%, as shown in Figure 5. This item shows that consumers pay more attention to the sense of product use, and the brand side should stimulate consumers' purchasing motivation through the "real sense of experience", so as to achieve the expected marketing results. At the same time, the brand side should provide a scenario-based display window for the products, provide targeted services to customers with different consumer needs, realize the personalized mapping of the brand symbol value, and thus affect the customers' purchase intention [6].

#### 5.2 It is the consensus of most respondents that the high frequency of product placement occurs

The results of the questionnaire showed that facing "your attitude towards product placement" (multiple choice), 38.78% of the respondents said "I think product placement is too frequent", accounting for the largest proportion; then "I think the content is interesting and creative", accounting for 31.29%; "I think it can enhance my understanding and goodwill of the brand", accounting for the third proportion (31.29%), as shown in Figure 6. Although positive attitude, but the negative attitude proportion, this to the brand and related blogger revelation: for product

advertising, advertising as a very important marketing strategy, it can make the enterprise's products or services in the target customer groups get higher exposure and visibility [7]. At the same time, more focus should be placed on product research and development and advertising innovation, fully considering whether consumers will be bored(Fig 5-6).



**Fig.5 Which implant method the respondents could best accept Fig.6 Respondents' attitudes towards product placement**

## 6. Conclusion

Compared with the direct statement product function and information of traditional advertising, placement is the enterprise product or brand information implanted into the story, scene, events, actors, let the audience in the process of communication is not direct perception of enterprise advertising, but with the story, in the scene, events, actors in material, entertainment, aesthetic design value transfer or spread, so as to realize the product and brand value, on the basis of the audience inner resonance and stimulate purchase demand [8].

Through the questionnaire survey of consumers' product placement in short video, this paper mainly obtains the following conclusions: First, respondents prefer to buy cheap daily necessities. Second, more than half of the respondents said that the main reason for not buying the product information is not to buy the products in the implant advertisement, and the relevant personnel should pay attention to the description of the authenticity of the product. Third, the biggest reason for the respondents to buy the products in the product placement is that the products meet the current needs. Therefore, the brand side should develop an accurate user portrait to locate the target customer group, and choose the short videos with high consistency between the audience and the target customers to implant the advertisement. Fourth, the best

way to implant implantation and implant effect is to display the product through scene reproduction and real use, indicating that scenario-based product placement is the future development trend. The fidelity of the senses and the fidelity of the scene bring consumers a complete experience and completely immersive [9]. Based on the above conclusions, this paper holds that the brand side and short video bloggers should start from consumers 'purchase intention and preference of product placement, focus on the purchase demand of target consumers, and create diversified scene creation of advertisements, so as to stimulate consumers' purchase behavior and finally achieve a win-win situation among the three parties.

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