

The Impact of Short Video Platform Marketing Strategies on Consumer Purchase Intentions: A Case Study of International Sportswear Brands

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Abstract:

Social networking platforms have continued to evolve and expand their online shopping capabilities in recent years, and among these applications, short video platforms (e.g., TikTok, Instagram, etc.) have been one of the most influential and promising categories in the last five years. In order to study how the marketing methods of short video platforms work, this article explores and discusses the marketing methods of international sportswear brand Adidas on the Shakeology platform in a targeted way through a case study model, including short video posting, online shopping link homepage, and live streaming room. From the content of the case study, this paper concludes that the marketing channels of the short video platform can be categorized into three main ways: the release of short videos of the official public number, the advertisement videos of bloggers of the same category, and the promotion in the live broadcasting room. The degree of effectiveness of these channels is often closely related to consumers' purchasing tendencies. Typically, advertising videos as well as live-streaming pitches will pinpoint potential consumer groups through big data, and consumers make subjective judgments of interest in the video content based on psychosocial effects. Throughout the process, recognizing consumer needs is an essential focus for marketing success.

Keywords: Social media applications; Online Shopping; Livestream; Customer Engagement; TikTok.

1. Introduction

This study focuses on the trend of online shopping on short video platforms that have become popular in recent years. The study possesses significance in analyzing the needs of the market as well as the nature of the social context. The study focuses on the way short video platforms operate (e.g., marketing and promoting their products) about consumer behavior to analyze how merchants use online platforms to maximize profitability. This study includes a literature review part, and most of the literature compiled is related to the marketing methods of e-commerce companies that exist in short video platforms, consumer orientation, psychological state, and social media business operation methods. The main research method of this paper is a case study, by observing and analyzing the merchant information and marketing mode of the Adidas official clothing flagship store in Shakeology and observing the behavior of its consumers as well as advertisers (individual bloggers) at the same time. In addition, this paper will analyze consumers' behavior and psychological state on these platforms, especially how they make purchase decisions under the influence of short videos and live content. This research method is conducive to a more

practical and convenient way to provide more opportunities for critical thinking, and bolder and more innovative speculations and insights from different perspectives. The ultimate goal of the study is to explore how marketing strategies on a short-form video platform (TikTok) influence consumers' purchase intention. Overall, this paper hopes to understand how short-form video platforms can increase consumers' purchase intention by enhancing brand exposure, increasing consumer engagement, and building trusting relationships.

2. Literature Review

This paper argues that the literature contains theories of transactional business that can be used in papers for interpretation; concepts related to media studies (communication, advertising, etc.) are equally applicable. For example, the tendencies mentioned in one of the literatures about short video placement, precision targeting, labeling, and so on. A part of the literature is used to extract certain theoretical concepts of a more academic nature, while a part of the literature contains an analysis of the market and the consumer.

2.1 Section Headings Background and Defini-

tion of Short Video Marketing

As an emerging form of content, the main characteristics of short videos include high frequency, short duration, and strong interactivity, which makes them show great potential in digital marketing [1]. Li et al. pointed out in their study that successful short video marketing relies heavily on the vividness and interactivity of its video content. Sufficiently creative content can attract customers' interest, while captions that quickly make customers relate to their needs or their nature can retain them. In addition, Ge et al. emphasized the important role of advertising content generators in short-form video platforms, arguing that both the endorsement of official brand accounts, Netflix bloggers, and ordinary user-generated content (UGC) have far-reaching impacts on marketing effectiveness and consumer engagement [2]. For example, when ordinary users generate active promotion for a merchant, they often do not benefit from recommending the merchant's products, but they will spontaneously recommend a certain well-used/demanding product to people around them, which can enhance the credibility of the product and increase the number of potential consumers [3]. Apasrawirote and Yawised explored the key factors influencing consumer behavior in live streaming shopping, stating that real-time interactions and recommendations from anchors can significantly increase consumers' trust, which in turn increases their willingness to purchase. In addition, Mou, in a study of marketing strategies on the TikTok and Instagram platforms, found that brand awareness and brand recall were important factors influencing consumers' purchase intentions [4].

2.2 Consumer Behavior and Psychological State

Social exchange theory and advertising sociability effect include the following: when consumers receive advertisements from friends and family through social media applications, they may like, comment, or share the advertisement. According to social exchange theory, these behaviors are considered active supportive behavior. Based on the principles of success and value, these behaviors of consumers result in positive feedback and some degree of value. Therefore, consumers' social behaviors may trigger a chain of diffuse responses. Social behavior should be seen as a way to motivate consumers to interact more with their friends through advertising [2].

It can be inferred that consumers' purchasing behavior on short video platforms is influenced by a variety of psychological factors [5]. Wang et al. found through their study of live e-commerce that live streaming enables sellers to fulfill consumers' information needs in real-time interactions. It is a more efficient and intuitive way to get information about the goods. Moreover, the emotional value provided by the anchors in the live streaming room as

well as the pressure of the promotion may lead to impulsive spending by the buyers. Compared with offline shopping, this real-time interaction seems more convenient in a fast-paced society, making them more inclined to make purchases on the platform. Moreover, most of the studies from the literature suggest that real-time interaction and personalized recommendations in live shopping also have a significant impact on consumers' purchase decisions.

In conclusion, the entire literature utilized in this paper provides much better and comprehensive theoretical support for its case study. These studies not only reveal the key role of short video platforms in digital marketing but also delve into the psychological mechanisms of consumer behavior. By integrating the insights from the existing literature, we can better understand the vividness and interactivity of short video content, the role of ad content generators, and the influence of social behaviors in consumer purchase decisions.

3. Case Study

After screening based on the largest traffic data and the most well-known short video platforms in the last 5 years, this paper locates the Adidas clothing flagship store on the ShakeNews platform. The authors of this paper summarize and critically analyze the operation of the account through a cumulative total of eight hours of live online viewing and observation and analysis of the account's homepage profile, video content, and product links. The account's profile is a concise advertisement for the brand's store: "All free shipping, including 7 days no reason to return and exchange services"; it also indicates the words "officially certified flagship store", as well as the certification trademark and the live broadcasting room's business hours. Usually, each short video is about 15-30 seconds, and the account chooses to use relaxing pure music as the background sound rather than human voice jingles, and most of the contents are clips of models wearing new clothes or best-selling resident clothes labeled with information about the products. On the whole, the Adidas flagship store account has a simple video style and straightforward merchandise information.

In the live studio, there is usually a male anchor and a female anchor online at the same time to try on different styles of men's and women's clothing. The two staff members are models as well as salespeople, trying on the clothing categories that customers want to view by reading the needs of the live streaming pop-ups, advising on the sizes that fit the customer's body, and presenting the style of the products as well as a guide to pairing them with the products. The features of the live broadcasting room are rich and diverse, and the hosts will recommend customers to join the "fan group", "chatting area", "like and brush gifts" and other features of the Jieyin platform, and usually can get some discounts, including discounts,

by using these methods. These are often used as a way to get discounts, coupons, promotions and freebies. Likes and gifts allow the live broadcasting room and account to get extra traffic to push to more potential customers or fans; full-reduced activities and giveaways can encourage customers who are already watching the live broadcasting to participate and place orders, which can bring in revenue for the brand.

In addition, based on the observation of the content of some of the spokesperson fashion bloggers, it can be found that the videos of fashion bloggers tend to have richer and more personalized voice-overs, music, and shooting angles; sometimes they will incorporate certain dramas to enhance the fun of the ad content. They mix and match Adidas products with their outfits in a variety of ways. While they reach partnerships with merchants and recommend products, they also bring more fans and views to their accounts [1]. Li et al.'s study points out that this form of cooperation not only improves brand exposure but also enhances consumers' trust to increase their willingness to buy. Internet influencers, through their social influence, can effectively drive consumers' purchase decisions.

In addition, most of the observations of consumer groups come from video comment sections, live streaming pop-ups, and scoring system ratings on product pages. Most consumers in the video comment area tend to make @ recommendations for their friends and family, realizing the value of customer recommendations [6]. The pop-ups in the live streaming room tend to interact with the merchants and propose information about the products such as matching/size/offer/material/style; the evaluations on the product page are used to make a subjective feeling of using the products. Since the live broadcasting room can't try on or actively observe the clothes by themselves like in physical stores, people need to know this product information in more detail from the merchants before consuming to judge whether the product meets their preferences/needs.

4. Discussion

Luo et al.'s study explores the psychological mechanisms that influence consumers' impulsive online shopping behavior. The study focuses on how different types of promotions, such as time-limited and quantity-limited offers, affect consumer behavior through the lens of anticipated regret theory. The results suggest that in many cases, consumers tend to have a discrepancy between the actual situation and the psychological expectation after impulsive consumption. However, people are still incited to be passionate by the activities in the live broadcasting room, which shows that it is difficult to psychologically prevent the impact of the marketing model of online platforms on consumers. In addition, consumers' concept of brand

awareness also affects their purchase intention [7]. In the social exchange theory mentioned above, in addition to the characteristic marketing tools that come with short video platforms, consumers will also take the initiative to share with their friends and family. Similar to this proactive influence, the brand's popularity can have some more positive effects. For example, Adidas is already a well-known international brand in the fashion world, and its credibility is higher for brand-aware people than for an unknown folk brand. For apparel brands like Adidas, there are four key dimensions of effective content marketing: functional information, entertainment information, emotional information, and social information [8].

Brand awareness has a substantial impact on purchase decisions compared to some brands that have not been well-known.

In addition, the service and environmental factors in the live broadcasting room will also influence its marketing results [9]. The professionalism of the live broadcaster, the quality of the pre-sale introduction, and the after-sale service will stimulate consumers' trust and purchase intention; the construction of the live broadcasting scene, the promotional atmosphere, and the interactivity of the session are also very important.

When customers use short video platforms, a more personalized and eye-catching studio will stand out and capture their attention and interest in a short period. Adidas live streaming studio uses a stark, minimalist color palette, with the live streamer standing in the middle of the screen to draw the eye and try on fashionable clothing. They require the live streamer to be articulate and familiar with the product information while actively responding to customer questions. In most cases, live streamers need to be outgoing and interactive, as well as able to handle unexpected situations to address customer needs.

From the above information, it can be summarized that to give viewers a good and comfortable environment to shop for goods, Jitterbug e-commerce companies should accurately cast the groups who may be interested in a product (age, gender, preferred video type, type of blogger they follow, hashtag, cultural background, etc.) in the form of live streaming and short videos to quickly and professionally attract the interest of the customers and provide the introductory information on goods to be in the fierce retaining their customers in a competitive environment [10]. Other factors involved in the process are complex and worth exploring, such as the personalization of fashion brands, periodic promotions, as well as video content and style targeting, and consumer psychology, all of which merchants need to consider.

5. Conclusion

This study reveals the effectiveness of these emerging digital platforms in influencing consumers' purchase inten-

tions by analyzing the marketing strategies of short video platforms. The findings show that the short video platform TikTok, with its stylized content format and powerful interactive features, boosts brand exposure and enhances consumer engagement and trust. Specifically, the brand succeeded in stimulating consumers' purchase intentions by posting engaging short video content, cooperating with and promoting web celebrities, and live-streaming promotions. Amidst this, Adidas, an influential fashion brand, has found success on the TikTok platform through its word-of-mouth and clean, intuitive operations. For the fashion industry, stylization becomes even more important. People are more likely to pay attention to appearance factors such as whether the style is new and good-looking and whether the design is bold and unique than daily necessities that only focus on functionality and cost-effectiveness. Therefore, this study concludes that short-video platforms, as a new marketing tool, have been instrumental in driving brand communication and sales growth through their video updates, live streaming rooms, and Netflix account promotion. The personalization of fashion bloggers' outfits and the brand influence of fashion brands (Adidas) are also a positive influence that differentiates the fashion industry from other light industries.

The research provides valuable implications for the future of digital marketing, especially in terms of understanding how short-form video platforms influence consumer behavior. When using short-form video platforms for marketing, brands must focus on content innovation and user experience enhancement, and capitalize on the psychological effect to quickly harvest user interest. For fashion brands, this means that they need to showcase the style of their products through carefully curated short video content, locating bloggers to collaborate with who are more in tune with the style of their products to achieve the best and most aesthetically pleasing results to attract and keep the attention of their target consumers.

Future research should pay more attention to the following directions: first, further exploring the applicability of marketing strategies of short video platforms in different cultural backgrounds and market environments, such as the tendencies and preferences of different age groups (generation Z) and users in different countries; second, studying the evolution of short video platforms in the context of technological advances and changes in user behavior and their. Finally, we explore the synergies

between short videos and other digital marketing tools, such as social media platforms (WeChat, QQ, Weibo, etc.) and study their relevance to support brands in developing more comprehensive and effective marketing strategies. Through these in-depth studies, the potential of short video platforms can be better understood and applied to help fashion brands succeed in an increasingly competitive market environment.

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