

To what extent does gender influence brand consumption after watching distinct types of short videos

Sichen Feng

Abstract:

Many businesses have discovered new business opportunities from the rapidly increasing sales on online shopping platforms, and more and more new sales methods and case studies on particular settings of short video advertising have been reported. The previous studies only primarily relied on the knowledge of Economics or finding a consuming trend of the effect of different types of the products thus being unable to disentangle the reasons why the consumers leaned to purchase more on a specified kind of short video advertisement. Meanwhile, no compared sales data were used to determine the extent to which different types of advertisements for the same product increase demand from consumers of different genders pointing out the factors in the advertisements that influenced the preferences of separate sexes — critical but vacant. This essay actively selected most international youth and several young adults in questionnaires. 6 samples were randomly picked out for the following experiment, including an interview and a feature recall test. The findings were that the ‘functionally appealing video advertisement was the best beloved by females. Unlike the former, males were attracted by science video advertisements the best, while both buy more when there the characters with more similarities with them’ which can be explained by economic and psychological terms.

Keywords: Economics; Behavioral Economics; Gender; Short Video Advertising; Consumption; Psychology.

1. Introduction

With the continuous development of technology, many things in people’s lifestyles have been changed by electronic devices. The most representative of

these is the sale of products through short video advertisements. It’s a fascinating phenomenon that there is a rapid growth of global e-commerce, quoting from the report of global e-commerce retail sales from 2016 by eMarketer. It was expected to reach

\$1.915 trillion, or 8.7% of total retail sales, with a growth rate of 23.7% in 2020. (Yan, 2019). Economists and professors in other fields have previously conducted a great deal of research on the advertising factors that influence the willingness to consume. (Han et al,2011).

The popularity of the Internet and the rapid development of e-commerce have given birth to a boom in the online advertising market. Various forms of online advertising on online media platforms, such as banner ads, emails, text links, and video image ads, have become the dominant marketing methods for enterprises. The efficiency of targeted advertising strategies has now been awarded by a wide number of enterprises and media sales. Sending video advertisements based on their previous purchasing habits can effectively improve revenue to the greatest extent and become the most effective way to promote sales. (Yan,2019). Therefore, the study on gender consuming preferences has played an important role in advertising serving and resource allocation.

The video advertisement types had previously been categorized in various ways. In this essay, the advertisement will be subdivided into seven categories: Science video advertisement, Functionally appealing video advertisement, Emotionally appealing video advertisement, Interview video advertisement, Self-advertising video advertisement, Spoof video advertisement, and Story video advertisement according to the content. Besides, based on Lin K.'s finding -- the integration of the influencers and the vloggers can enhance marketing effectiveness, to encourage the followers, especially those with high purchasing power, which is efficient. Therefore, the celebrity video advertisement will be added to the test of ' to what extent the celebrities can effectively increase the potential customers' willingness to purchase combined with the 'FS' model conducted by Pringle and Binet.

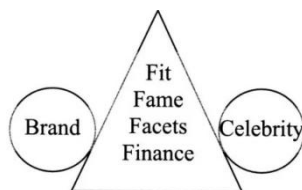


Figure 1. 'FS' model (resource: Pringle and Binet, 2005)

Early consumer research found differences in information processing between men and women, as men are more potentially to carry out heuristic information processing in selective information advertisement. By contrast, females concentrate better on the information that emerges ahead of them and conduct extensive information retrieval in systematic advertisements. (Meyers Levy, 1988, 1991).

This study will look into this to find how different types of

advertisements will have different influences on consumption towards different genders. To achieve this, a range of first-hand research methods will be carried out, such as illustrations, questionnaires, experiments, and interviews. Second-hand methods such as literature reviews will be used throughout the whole study. Through these approaches, this study aims to investigate how and somewhat why distinct genders respond differently towards various types of advertisements. Based on the findings, firms, and apps can boost their sales volume by serving advertisements more effectively according to the different sex preferences of video advertisement types.

2. Literature Review

2.1 History and Advertisement Effects

In the year 50 A.D., the predominant medium for advertising was oral hawking. From 1450 to 1850, the incubation period of global advertising resulted in the advent of movable type printing, which ushered in the era of print advertising and transformed human communication in the field of advertising. Subsequently, a new advertising medium, the newspaper, was introduced.

In 1704, the inaugural advertisement appeared in the Boston News Letter. Over the subsequent 126 years, the number of advertising newspapers in America reached 1,200 (Tie, 2017). As the middle class expanded over time, advertising became more prevalent and diverse. Subsequently, advertising has also become the principal method of promotion for businesses and manufacturers.

By the second half of the 19th century (1850-1920), the expansion of the colonial empire of the major industrialized countries had a significant impact on their economic development, while also promoting the mobility and migration of people within the country and accelerating the popularisation of information dissemination media (Tie, 2017).

Towards the end of the nineteenth century, scholars in the West began to investigate the theoretical underpinnings of advertising. Subsequently, scholars began to integrate advertising and economics in a more organic manner. The field of behavioral economics provides a useful example of how consumer decision-making can be influenced by a range of factors, including cognitive biases, emotional factors and social influences. These insights have been integrated into the development of advertising and marketing strategies. Furthermore, default selections, bundled sales, reward systems, and other economic strategies were also widely employed in advertising.

In the contemporary era, based on the analysis of consumer behavior preferences, precise advertising technology

is utilized to directly disseminate targeted advertising products that align with the needs of potential consumers, thereby reducing the wastage of public advertising investment (Yan, 2019). Additionally, it has emerged as a pivotal avenue for media operators and advertising companies to procure revenue.

In accordance with the data provided by Statista, it is

projected that expenditure on advertising in the video advertising market will reach a value of US\$191.3 billion by 2024. The bar chart below demonstrates that the growth in expenditure on advertising is indicative of a promising future for video advertising as a sales and market share growth tool for enterprises.

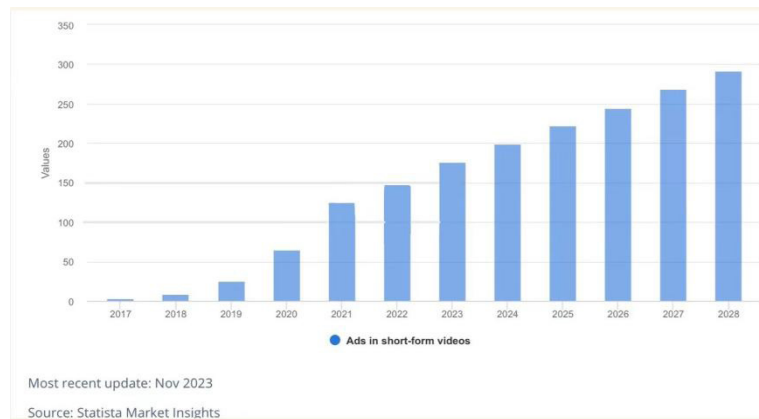


Figure 2. Advertisement spending on short-form videos worldwide in billions USD

2.2 Video advertising types

In the preceding five-year period, in excess of one hundred classification criteria have been established. However, previous advertising classification methods were predominantly based on empirical, illustrative, and descriptive approaches, which lacked sufficient data support. In other words, people will endeavour to categorise all objects in accordance with a specific standard for the purpose of further research and analysis. Cluster analysis is a classification method that eschews reliance on experience and professional knowledge for qualitative classification. Instead, it employs a quantitative approach, utilising multiple indicator values to achieve more accurate classification. This dissertation is based on the classification of communication media and explores the classification of one type of advertisement: video advertisements.

Video advertising can be divided into two main categories based on the appeals used. However, the team at Travis and Chambers Media did not adhere to any of the established classification criteria. Instead, they divided 100 types of video advertising into seven categories, which have been demonstrated to be the most effective in 2021 and 2022. The seven fundamental categories of advertising are as follows: spokesperson anchor video advertising, product demonstration video advertising, social proof video advertising, dynamic video advertising, case study video advertising, lifestyle video advertising, and unboxing video advertising. The following dissertation will focus on the introduction of new categories. The

objective of a functional appealing video advertisement is to provide consumers with the rationale for purchasing a product, typically utilising factual information. In contrast, the emotionally appealing video advertisement seeks to capture the attention of consumers by establishing a robust connection between consumers and the products in question. In addition to this, the story video advertisement employs an engaging narrative to maintain audience engagement. In contrast, scientific video advertisements utilise scientific knowledge to elucidate or substantiate the functionality of the goods in question. A spoof video advertisement is defined as one in which the characters introduce the goods in a humorous and unexpected manner. The interview and self-advertising formats are antithetical to one another. The former employs a question-and-answer format between two characters, whereas the latter revolves around the act of advertising and promoting oneself. (Begley, 1837)

2.3 Factors affecting consumption

Scholars have found that not only the visual and auditory factors of the advertisement itself, but also some noncreative factors such as audience composition indicators, cultural background, and viewing behavior have an impact on the creative effect of television advertising.

However, Peng Danling et.al concluded that the gender of the subjects had a significant impact on the advertising effectiveness through the research. Liu Chengnu and Liu Chengxi believe that in addition to differences in audience characteristics, differences in advertising products them-

selves can also affect the evaluation of advertising creativity; brand assets are the differentiated reflection of brand marketing behavior by consumers due to different brand knowledge, that is, different brand assets can also lead to different advertising effects.

Early studies have shown that celebrity publicity can influence customers in a bunch of ways. (Yu et al., 2023). It had been strongly explained by the Theoretical Model of Celebrity Advertising — the “Fs” Model which was created by Pringle and Binet (2005). The Associative Learning Theory (ALT) can also be used to explain (Biswas & Das, 2006). The associative learning theory suggests that memory is a network composed of numerous nodes and links representing the associative relationships between nodes. In such a memory structure, celebrities and brands each represent their respective nodes. When the combination of the two is repeatedly presented through advertising, these two nodes in the audience’s memory are simultaneously activated, and an associative connection is established between them. As the number of appearances increases, this connection also continuously strengthens. Through this method, by connecting with celebrities, the emotion or meaning of the connection will be transferred to the brand it represents.

2.4 Theories that can explain – Gender

The term ‘gender’ is not synonymous with ‘sex’. The American Psychological Association (APA) defines gender as “the attitudes, feelings, and behaviors that a given culture associates with a person’s biological sex” (p. 11). This indicates that gender is rooted in cultural norms rather than biological determinism. In accordance with the American Psychological Association (APA, 2012).

The initial consumer research identified discrepancies in information processing between men and women, which can effectively elucidate the discrepancies in male and female preferences. The selectivity model posits that men tend to engage in selective information processing, rendering them more susceptible to heuristic information processing, whereas women tend to engage in systematic information processing, focusing on all the information that is presented to them and conducting extensive information retrieval (Levy, 1988, 1991). Kovacheva et al. (2021) concurred with Levy’s findings and provided substantial support for them by utilising data from a car rental company. Their results indicated that promotional gifts have a more pronounced positive impact on subsequent purchasing behaviour among women (in comparison to men). It is posited that women derive greater utility from promotional purchases than men, which in turn engenders a greater propensity for reciprocity among women. Sim-

ilarly, studies have revealed that, in comparison to men, women engage in more general and specific searches, purchase a greater number of gifts, and commence shopping at an earlier stage. Conversely, men streamline search processes by utilising heuristic cues (such as purchasing decisions based on salesperson recommendations or price characteristics) (Laroche et al., 2000), which reinforces this perspective.

It is somewhat unexpected that the teams of Travis and Chambers have put forth a wholly novel concept regarding the discrepancies in the purchasing behaviours of men and women, based on observations of advertisements for fat shorts and Jose Zuniga’s YouTube channel, Teaching Men Fashion, as well as the perspectives of numerous prominent figures. It can be posited that men are drawn to spokesperson anchor videos because they seek an authoritative figure they can trust and associate with. It is evident that men are drawn to visually appealing content. They desire to see the box open and the product presented in front of them. However, women exhibit different purchasing behaviours. They are more likely to purchase clothing from lifestyle advertisements because they seek a sense of ambition.

2.5 Behavioural Economics Principles

The word ‘nudge’ was introduced to the public by Richard Thaler and Cass Sunstein for the first. The term ‘nudge’ is used to describe any aspect of the choice architecture that alters people’s behaviour without forbidding any options. The intention is to encourage audiences to change their economic actions. In order for a video advertisement to be classified as a mere nudge, it must meet the criteria for success.

In the case of ‘Herdristics’, this signifies that individuals frequently utilise mental shortcuts when making decisions, albeit not in a rational manner. In light of this, it is evident that a noteworthy phenomenon can be observed. Consumers often make purchasing decisions based on previous experiences, leading them to select products they have previously purchased, even when there are new options that offer enhanced benefits.

Moreover, economists have drawn an analogy between individuals and a ‘flock of sheep’, postulating that consumers frequently adhere to the ‘leader’ and select products with a greater number of consumers, thereby disregarding superior alternatives. This conformity is typically characterised as herd behaviour.

The theory of bounded rationality is a term used in behavioural economics to describe the idea that humans are not perfectly rational and lack certain cognitive abilities in the decision-making process. It is therefore not possible

for them to remember every subtle piece of information that appears in an advertisement, nor can they make absolute rational judgments and choices. Consequently, individuals will make decisions based on information that is readily accessible and simplistic cognitive processes (Simon 1957b; Klaes & Sent, 2005).

2.6 Research gap

Despite the growing prevalence of advertising, the influence of distinct advertising formats remains an understudied area of research. The analysis conducted by Travis and Chambers Media on seven foundation advertisements across diverse sectors yielded insights into the relative efficacy of different advertising types. About the purchasing attractiveness of different types for different genders, there is a notable absence of research in this area. It is therefore important to investigate this issue further, as it will enable advertisers to produce and advertise more accurately, targeting the gender of their target consumer group. However, the research project entitled 'To what extent does gender influence brand consumption after watching distinct types of short videos' addresses several hitherto unexplored features that have recently attracted interest from researchers in other disciplines (Zhang, 2023). The present study reports the findings of an investigation into the responses of different genders to distinct types of advertisements. These responses will be evaluated using behavioural and biological theory in psychology.

3. Methodology

3.1 Questionnaire

The consuming preferences for different types of advertising vary from gender to gender, including the consuming speed, feelings, and frequency. Data collection is carried out through an online mini-program using closed and open questions.

The advantage of the questionnaire is that the data collection is efficient, the collection scope is wide, and the results are easier to quantify, which is convenient for subsequent statistical processing and analysis.

It was delivered to the volunteers, mostly high school juveniles, ranging from 16 to 18 as well as adults aged from 21 to 48, by using volunteer sampling. A total of 58 valid questionnaires were distributed, including 36 females and 22 males. The basic questions of the questionnaire involved age, educational background, monthly income, and marital status. The questionnaire consists of 12 questions in all, among them are 2 simple questions, 5 ranking questions, 4 Likert scales, and 1 open question. The

ranking ones are used to hierarchy the ranking order of different types of advertisements in the minds of customers, users think time and their preferences on video sound simultaneously. The questionnaire uses the Likert scale to investigate the participants' views on individuals' attitudes and tendency to buy different contents and buying habits. According to the choices of various research methods, answers are selected for analysis.

3.2 Experiment and interview

After statistically analyzing the collected data, it is useful to experiment (surprising incidental recall test) to test the conclusion that has been roughly drawn. Five 20-minute trials were conducted within a medium-sized room where they stay normally. Prior to each trial, 4 short video advertisements would be shown to the participants, with the four videos playing orders counterbalanced across trials. Subsequently, a surprising test was passing to finish. A short follow-up interview was carried out randomly to comprehend the reasons for the response of the subjects.

All of the participants heard the same words before, mid-way through, and after the experiment.

The standardized words used were useful because they crippled the demand characteristics to make the finding to be more valid, they also helped the researcher to replicate the study to test for the reliability of the finding, for instance: Before the video: "You don't need to remember any of the content of the videos, because I will only ask you about your preferences towards these videos."

After the video: "After watching 4 videos, now I am going to ask you some more in-depth questions combined with the questionnaire you have done."

When the research is over, apologies will be given to the participants immediately, then the procedure and the findings will be discussed with the participants. They must be given a general idea of what was investigated, and their parts in the research will be explained.

Participants must be told if they have been deceived and given reasons for treatment. They should feel free to ask whenever they have any questions, which should be answered honestly and as fully as possible.

3.3 Normality test

The two most important normality tests are the Kolmogorov-Smirnov (KS) test and the Shapiro-Wilk (SW). Given the relatively small sample size of 58, which is considerably less than the 2000-sample threshold typically considered, the Shapiro-Wilk test will be employed in this experiment. If $P > 0.05$, the data can be seen as normal distribution coexistence. If $P < 0.05$, the normal distribution does not match, but the histogram still presents more in

the middle and less on both sides, and there is no serious extreme value. However, normal distribution does not match when $P < 0.05$. The data is either severely skewed or has obvious extreme outliers. In this study, the p-value is smaller than 0.05, so it would be defined as non-normal data.



Figure 3. The normality graph when $p < 0.05$

3.4 Nonparametric test

Nonparametric tests, also known as distribution-free tests, are well-suited to data that does not follow a normal distribution. In order to ascertain whether the difference between the medians of two independent groups is statistically significant, the Mann-Whitney U Test, one of the types of nonparametric tests, would be the optimal choice for this study.

In order for the Mann-Whitney U Test to be applied correctly, the data must be presented in a ranked format. Furthermore, any conclusions drawn regarding the medians are only valid if the two distributions are identical.

3.5 Ethical consideration

The study followed the ethical guidelines of valid consent, confidentiality, and debriefing. For example, the questionnaire was set as an anonymous questionnaire when published. The privacy information, such as the subjects' names and choices were been hidden, and the names of the interviewees were assumed by numbers. After the recall test (the last step of the experiment), an apology and an explanation were made to the participants.

However, the study broke the guidelines of lack of deception and protection from psychological harm. Before the experiment, the aim of the study, ' to investigate whether different kinds of video advertisements have a separate impact on attracting individuals' attention ', was not being informed to the participants. Similarly, a surprising recall test, which had not been told to the subjects before, was handed out to the participants after they had watched the 4 videos. Detailed inquiries about the answers were asked randomly in the test, using semi-structured interviews to find the reason behind their answers. The participants were deceived to develop false perceptions of the procedure of the experiment, they might feel stressed about completing the surprising test as they had not been told to remember the details of the videos before.

4. Result

4.1 Normal Distribution

| Analysis results of normality test | | | | | | | | | |
|---|--------|-------|--------------------|----------|----------|-------------------------|---------|-------------------|---------|
| Name | Sample | Mean | Standard Deviation | Skewness | Kurtosis | Kolmogorov-Smirnov Test | | Shapiro-Wilk Test | |
| | | | | | | Statistic D Value | p | Statistic W Value | p |
| Q8_You are more likely to buy the products if the character (saleswoman) is a female, who is in the video.(rate from 1 to 5) (1 means strongly disagree , 5 means strongly agree) | 58 | 3.500 | 1.030 | -0.548 | 0.134 | 0.221 | 0.000** | 0.889 | 0.000** |
| #Q1_Gender | 58 | 1.379 | 0.489 | 0.511 | -1.803 | 0.402 | 0.000** | 0.615 | 0.000** |

* $p < 0.05$ ** $p < 0.01$

Figure 4. Graph identifies the the result of normality test and the p value of the customers' purchasing willingness toward the gender of the character in the advertisement.

As illustrated in Figure 4, the sample size exceeds 50, thereby warranting the selection of the K-S test value (0.221). The analysis revealed that p-value is less than 0.01, indicating that no significant difference could be observed between the two distributions. This suggests that

the item does not have a normal distribution characteristic. Additionally, the kurtosis absolute value of the purchase intention is less than ten, and the skewness absolute value is less than 3, which further supports the conclusion that the data is non-normal.

4.2 Median (using the box and whisker diagram) and the Mann-Whitney test

Owing to the non-normal data Y, the degree of consent, a

differential comparison was performed when X, the gender, has two levels, the Mann-Whitney test will be used for further calculation.

| Nonparametric test | | | | | |
|---|---|----------------|---------------|---------------|-------|
| | Q1_Gender Median (P ₂₅ , P ₇₅) | | MannWhitney U | MannWhitney z | p |
| | Female (n=36) | Male (n=22) | | | |
| Q8_You are more likely to buy the products if the character (saleswoman) is a female, who is in the video.(rate from 1 to 5) (1 means strongly disagree , 5 means strongly agree) | 4.000(3.0,4.0) | 3.000(2.0,5.0) | 357.000 | -0.657 | 0.511 |

* p<0.05 ** p<0.01

Figure 5. The median rates of females and males. The convergence/specific difference between males and females. - Nonparametric test

Based on the chart above, none of the genders showed any significant preference for female-endorsed advertisements (p>0.05), which also meant that the two levels showed consistency and no differences.

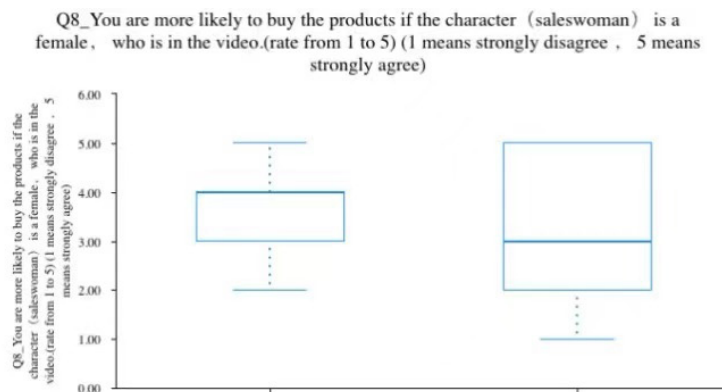


Figure 6. The box and whisker diagram provides the representation of the general trend of the extent of the agreements of females and males respectively.

The bold horizontal lines in the two diagrams represent the median agreement ranks of the two genders. (Female=4.00, Male=3.00) The medians are the middle ranks that reflect the central tendencies of both males and fe-

males. Generally, females are significantly more likely to purchase a female character compared to males.

4.3 Bar chart using central tendency

Table 1. Gender purchase intention in different categories - Cross tabulation

| | Emotional | Spoof | Functional | Interview | Self | Science | Story | Celebrity |
|--------|-----------|-------|------------|-----------|------|---------|-------|-----------|
| Male | 4.81 | 4.82 | 4.09 | 5.41 | 5.14 | 2.91 | 3.95 | 5.27 |
| Female | 4.61 | 6.28 | 3.36 | 5.28 | 4.69 | 3.47 | 3.81 | 4.5 |

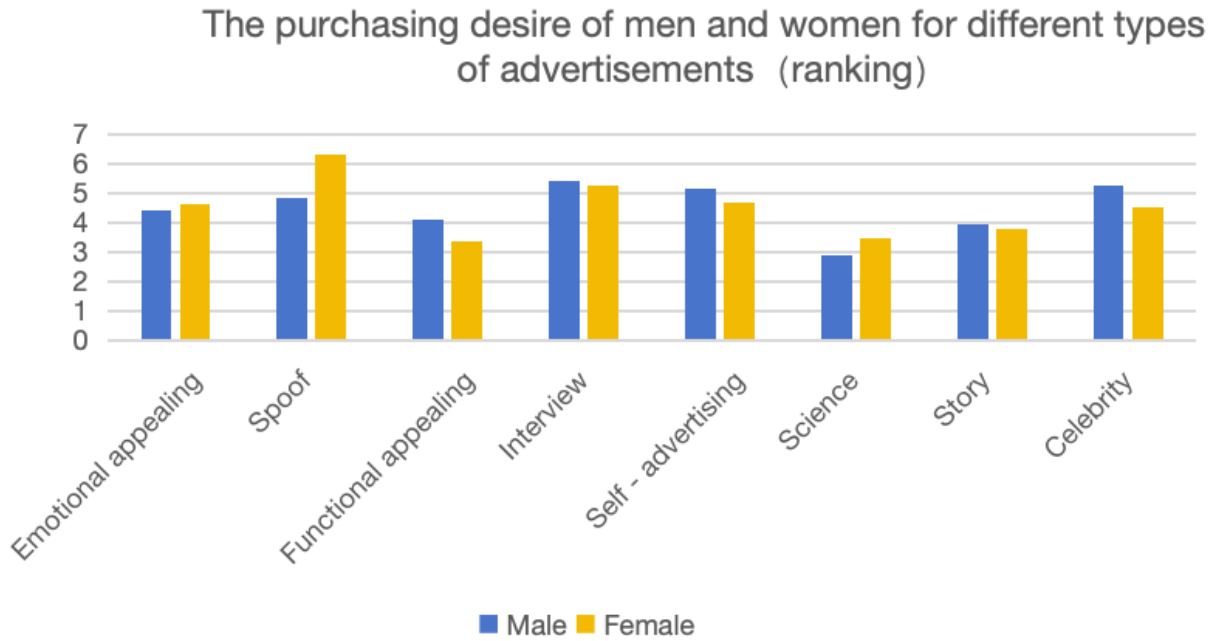


Figure 7. Graph showing the purchasing desire of men and women for different types of advertisements

The researcher compared males and females on the magnitude of preference for eight types of video advertisement, respectively. Different scores are calculated using the mean. The comparisons are made and get the following results: functional, appealing video advertisement has the highest ranking among the four yellow bars, making it the most beloved by females. (Table 1 ranked 3.36) Story video advertisement is followed next, which is ranked

3.81th on average. Males prefer science video advertising the most (Table 1 ranked 2.91), and the story video advertisement is their second favourite (Table 1 ranked 3.95). Women tend to rank spoof video advertisements last (Table 1 ranked 6.28), while men put interview video advertisements last. (Table 1 ranked 5.41)

4.4 Spearman’s Rho Calculator

$$r_s = \frac{\sum (R_X - \bar{R}_X)(R_Y - \bar{R}_Y)}{\sqrt{\sum (R_X - \bar{R}_X)^2 \sum (R_Y - \bar{R}_Y)^2}} = \frac{\sum R_X R_Y - \frac{(\sum R_X)(\sum R_Y)}{n}}{\sqrt{\left(\sum R_X^2 - \frac{(\sum R_X)^2}{n}\right) \left(\sum R_Y^2 - \frac{(\sum R_Y)^2}{n}\right)}}$$

Figure 8. Spearman calculation formula

(resource: Charles Edward Spearman, 1904)

Result Details

X Ranks

Mean: 29.5

Standard Dev: 14.19

Y Ranks

Mean: 29.5

Standard Dev: 16.26

Combined

Covariance = -2581 / 57 = -45.28

R = -45.28 / (14.19 * 16.26) = -0.196

Figure 9. Association of buying desire after watching the advertisement that celebrities partake and the people’s genders.

Previous scholars have already confirmed that celebrities can increase sales, so Spearman data will be used to study the degree of influence of men and women on celebrities. As you can no doubt see, an adequate number of computational processes are provided above. Spearman correlation coefficient (rs) is between -1 and 1. rs >0 is a positive correlation and rs <0 is a negative correlation. The larger the absolute value (|rs|) of rs, the stronger the correlation between variables. On account of the value of 1 was assigned for females and 2 for males, by normal standards, the association between the two variables would not be considered statistically significant (Figure 9; rs=-0.19618 and the p (2-tailed) = 0.13996), which means a comparison of mean rank between males and females revealed a subtle negative difference between the willingness of products buying after watching the advertisement that contains celebrities. In addition, the negative R-value shows women are more willing to purchase products than males are.

4.5 Experiment and Interview

As seen in Q1, all participating males and females answered that ‘milo’ was the first biscuit brand that appeared in their minds. Thus, the 100% probability verified that a functional appealing video advertisement can encourage the audience to remember the brand name to the greatest extent possible.

Different scores were calculated for the correct answers to each sub-question in each person’s Q2, which is about the biscuits’ functions and features, in the following steps: answers are first marked and calculated separately, then the number of correct answers to each sub-question is added up and averaged. False alarms (wrong answers that might be made up) are ignored, but plausible mishearings are seen as correct answers (wrong spellings of professional

vocabulary or techniques).

With both sexes combined, the science (mean=3.75) and functional appealing videos (mean=3) leave a deeper impression on the audiences. For girls, both science (SD=1.248) and functional appealing video advertisements (SD=0.997) left an equal level of impressions on them (mean=3.3). The SD value revealed that functionally appealing video advertisement data appears more stable and less volatile, which also indicated that the second data appeared more randomly. For boys, the compared means showed a slightly deeper memory of the science video advertisement (mean=4).

Female mean+SD

Male mean+SD

In Q4, both science and celebrity advertisements have the equally most potential buyers when the sexes are combined. Most interviewees choose to buy them as the only gift when their disposable money is limited, statically 40% of interviewees. Three of them gave reasons: a woman who chose a scientific video said, ‘Eating makes you thinner, you don’t have to go hungry, you feel full.’; A woman who had chosen celebrity videos said, ‘I like aespa’; Another male who chose celebrity videos replied, ‘Because my girlfriend likes this group, and secondly, I have no need for weight loss or exercise.’. For within-sex comparisons, females are more inclined to follow influencers to purchase products, but males have an equal proportion of buying the products in the science and celebrity video advertisements, which is 50%.

Open questions in Q5 and Q6 introduced how the interviewees think about the videos (randomly select two out of four videos). Overall, the feedback from scientific videos is the most positive.

5. Conclusion and Evaluation

The findings of this study indicate that the science genre is the preferred choice of men, whereas women demonstrate a proclivity for functional and appealing video advertisements across the eight identified categories. It can be posited that potential buyers are more likely to be interested in purchasing products that are promoted by individuals of a similar gender.

In the questionnaire session, the finding was that the video advertisement deemed to be the most appealing was the functionally appealing one, which was ranked highest out of the four video advertisements. This was found to be the most preferred by females. The preference for science video advertisements among males can be corroborated by the subsequent analysis of the experimental results. This may be because functional appeal advertisements provide a concise introduction to the product’s functionality, facil-

itating customer comprehension of its advantages, positive evaluations, and subsequent purchase decisions.

The assertion that ‘potential buyers are more likely to be interested in buying products promoted by the same sex’ can be supported by the findings of Gwendolyn Seidman, PhD, which indicate that individuals are more likely to form positive attitudes towards products when they are promoted by individuals of a similar sex. This is evidenced by the fact that studies have shown that when individuals are exposed to information about a stranger and do not have the opportunity to interact with them, they are more likely to form positive attitudes towards that individual if they discover that they share several characteristics with the stranger. This is because individuals have limited information about the characters in advertisements and, therefore, form opinions based on limited information.

Although the ‘FS’ presents a concise framework for higher consumption by utilising celebrities, it is criticised for low generalizability. Firstly, the measure of the purchasing willingness level of teenagers in high schools should also consider the amount of pocket money owned per year and the social reason, like conformity (the consuming attitudes of peers around). Students may change their choices and turn to buy the products they did not desire originally under social pressure.

Keynes pointed out that the total consumption of residents can be affected by income distribution based on the absolute income hypothesis. This hypothesis is also confirmed in Borooan and Sharp’s article. Humans tend to spend their money equal to or less than their own because of prevention motivation, so teenagers with more money are more likely to be aroused and put into action. Moreover, the existence of the effect of sheep flock required to be taken into consideration. When there are plenty of them in the same stage, students tend to buy the brand that occupies the highest market share.

In summary, the so-called relatively best combination of video advertising cannot be a single static number; it must be a dynamic combination that works in synergy with the goal of a high consumption rate, in fact.

Companies, especially the Food company, should pay more attention to their target consumers’ genders and choose the best type of advertisement of the seven types. Marketing managers should send functionally appealing advertisements to females and science advertisements for males while finding celebrities of the same gender as their target consumers as the spokespersons in order to achieve

a higher sales volume.

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