

Impact of mobile short video marketing on consumers' psychological needs in the internet environment

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Abstract. Based on the mode and characteristics of mobile short video marketing, we analyze the influencing factors of consumers' psychological needs and derive four influencing dimensions of mobile short video, namely, content, publisher, scene and interaction. This paper takes consumers' psychological demand tendency as the dependent variable and short video content, publisher, scene and interaction as the independent variables to construct a model of the impact of mobile short video marketing on consumers' psychological demand. Four research hypotheses are proposed which are that original type of content, professionalism of publishers, authenticity of scenario, and high interactivity of mobile short videos positively influence consumers' psychological needs. The impact model and research hypotheses are verified by questionnaire survey and SPSS data analysis. Through model validation, the following results are obtained. The originality of mobile short video content can attract consumers' attention, and professionalism and influence of the publisher can increase consumers' purchase intention. Authenticity of the scene can increase consumers' sense of identity, and good interaction can promote consumers' sharing psychology.

Keywords. Mobile short video, Short video marketing, Consumer psychology, Internet environment, Consumer needs

1 Introduction

The mobile short video market has grown rapidly in recent years, with more and more companies entering the industry, keeping it updated and evolving. As a result, mobile short video marketing has become a major way for companies to market their brands and advertise, and it has gradually expanded the content it covers as consumer preferences change. But nowadays, the development of mobile short video industry has stepped into maturity, and Jittery and Racer have occupied most of the market by taking advantage of their first-mover advantage. Most of the other platforms have the same marketing model, solidified marketing thinking and lack of innovative content to meet consumer preferences, resulting in aesthetic fatigue for most users. At the same time, mobile short video marketing needs traffic, the enterprise burden of marketing costs are also increasing, and the network environment and a series of strict policies have been introduced.

1.1 Definition and model of mobile short video marketing

On Social Beta, the mobile short video is a new type of video whose length is counted in seconds, mainly relying on mobile smart terminals to realize rapid shooting and beautification and editing, and which can be shared in real time on social media platforms and seamlessly connected [1].

Mobile short video marketing refers to a social marketing method in which enterprises and brands directly or indirectly disseminate product-related content to users through the form of short videos to attract users to learn about the enterprise and its products to a greater extent, and ultimately promote transactions [2]. According to Avery Consulting's 2022 China Short Video Marketing Market Research Report, from the point of view of the degree of involvement of advertisers in mobile short video marketing, it can be divided into six modes from low to high, including hardcopy placement, content implantation, content customization, Netflix activities, account operation and cross-platform integration [3].

1.2 Characteristics of mobile short video marketing

Xia Zhenzhen (2020) characterizes mobile short video marketing as joint marketing between enterprises and KOL, with the help of trends, trend marketing, and the emergence of novel and interesting forms of promotion [4]. In mobile short video, enterprises utilize opinion leaders and trends to draw users' attention to their products and bring economic benefits through the Netflix Economy. Moreover, the feasibility of online and offline interactive operation brings multiple forms of activities to mobile short video marketing, which can have more opportunities to reach the consumer population and reduce marketing costs. Zhong Ruizhen (2020) believes that mobile short video has the characteristics of intuitive and real content, efficient mobile social platform and fission communication mode [5].

Mobile short video is not limited by time and space, the content is prominent, the theme is focused, the dissemination range is wide, and real-time sharing and communication can be realized. Scholars have different interpretations of the characteristics of mobile short video marketing, but they can be summarized in the following four points, which are low cost, wide spreading speed and long-lasting memory, high interactivity, and result visualization.

2 Influencing factors of consumer psychological needs of mobile short video

2.1 Publisher factors

Nowadays, it is common to utilize celebrities on social media for mobile short video marketing. The reason for this is the powerful sharing and buying power of fans, which further expands brand awareness. According to Kevin Kelly, if art creators have 1,000 hardcore fans, no matter what kind of product you create, fans are willing to pay for you [6].

Official platforms. The official platform for release or publicity is more professional and credible, which is conducive to the accumulation of fixed consumer groups. Nowadays, more and more government departments or enterprises release information and publicize attractions with the help of mobile short videos. For example, Changlong has attracted the attention of users

of major platforms by releasing the activities of challenging topics and inviting people on the Jittery platform.

Kol or Netflix. Kol generally refers to a professional opinion leader in a particular industry. According to Guo Yong (2017), Netroots are created from social media platforms and refer to people who have specialized knowledge and skills in a certain field and become popular, or those who become popular quickly because of something that is highly publicized [7].

2.2 Content factors

Joe Pulizzi, founder of American Content Marketing Association, believes that "content" as an asset rather than a means of promotion, and the essence of content marketing is to create content that attracts the target audience [8]. China's mobile short video marketing not only emphasizes the telling of interesting life stories, but also conveys the attitude of life, which is also the reason why short videos make people want to stop and continue to share. According to the innovation of the content, it can be categorized into the following two types.

Original content. Unlike the one-way communication form of traditional advertising, original short videos focus more on delivering brand information and demands. Mobile short videos are publicized through the channels of the Internet, paying more attention to the integrity and originality of the content.

Parody content. There is not only entertainment value in short mobile videos, but also economic benefits. Therefore, many enterprises use it to attract consumers' attention. However, most of them lack a sense of innovation. Often in the selection and conception of content and popular videos there is a great similarity, and the content is stereotypical and no new ideas, making the overall video level is not high.

2.3 Scenario factors

Distinguished from advertising marketing, mobile short video scene marketing emphasizes the psychological and spiritual satisfaction in addition to meet the material needs. Wu Zhenning and Huang Guilian (2017) believe that in the current marketing system should not only meet the product needs of consumers but also focus on the scene value needs of consumers, through the scene to cause the emotional resonance of consumers, so as to establish and maintain a good interactive relationship, and to improve the stickiness and loyalty of consumers to the product as well as the enterprise [9]. Nowadays, consumers are no longer limited to fixed places and times. In order to let users in different scenes have a sense of immersion, mobile short video adopts rich forms of expression and diversified scenes, so that consumers can produce psychological identity and reduce the degree of audience rejection.

2.4 Interaction factors

One of the distinguishing features of mobile short video marketing is high interactivity. Mobile short video enriches the content of social platforms and socialization increases the stickiness of mobile short video platforms. According to Guo Yi (2008), interactivity is the ability of customers to directly express their needs and desires in a company's marketing communications, which means that marketers can actually communicate and market to their intended customers in real time. Websites offer sales reps the advantage of a presentation with greater market reach and lower costs [10]. Mobile short videos allow for one-click operation with two-way

communication and distribution, where users can communicate by commenting, liking, etc., through comment sections or communities, or forward videos to other platforms for sharing.

3 Model construction of the impact of mobile short video marketing on consumers' psychology

3.1 Presentation of the model

According to domestic and international research and the previous analysis of the influencing factors of consumers' psychological needs under mobile short video marketing, four dimensions are identified, namely, content, publisher, scene and interaction. So we take consumers' psychological demand tendency as the dependent variable and short video content, publisher, scene and interaction as the independent variables. The details are shown in Table 1 and the constructed research model is shown in Figure 1.

Table 1. Selected variables

Variants	Variable name
Independent variable	Short video content
	Publisher
	Scene
	Interaction
Implicit variable	Consumer psychological demand tendency

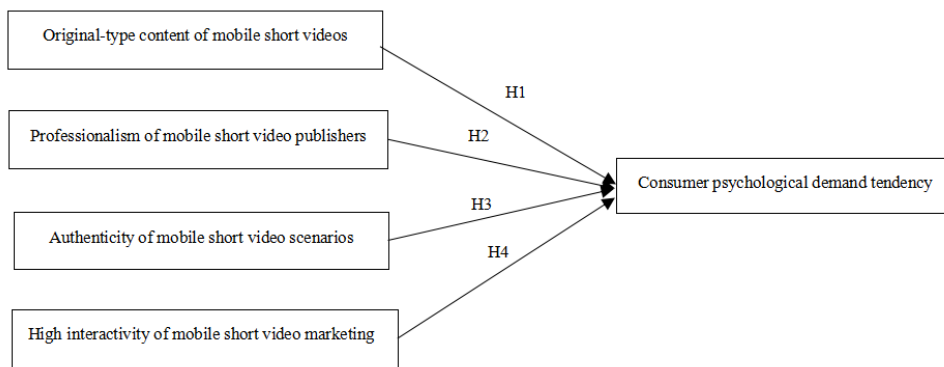


Fig 1. Research model

Based on the above analysis, the following hypotheses are proposed in this paper.

H1: Original-type content of mobile short video positively influences consumers' psychological demand tendencies.

H2: The professionalism of mobile short video publishers positively influences consumers' psychological demand tendencies.

H3: Authenticity of mobile short video scenarios positively influences consumers' psychological demand tendencies.

H4: The high interactivity of mobile short video marketing positively influences consumers' psychological demand tendencies.

3.2 Questionnaire design

The factors influencing consumers by mobile short video marketing have been analyzed in the previous section, and the questionnaire design is combined with proven measurement scales. Meanwhile, the content of the questionnaire is modified and supplemented for mobile short videos.

The questionnaire is divided into three main parts. The first part is to understand the preference and use of mobile short video users for short video marketing, including the number of years, frequency, platform and type of using mobile short video. The second part is specific questions about the factors influencing users' consumer psychology needs under mobile short video marketing. The last part is the basic information of the survey respondents, including gender, age, education, occupation and monthly consumption level, so as to classify different consumer groups.

3.3 Selection of survey respondents

This study takes the form of a questionnaire survey. With the continuous development of technology, the use of smartphone users has shown a clear upward trend in all types of media, with young people as a major consumer group. According to the 2018 China Short Video Marketing Market Research Report, the male-to-female ratio of mobile short video users is relatively balanced, showing obvious youthfulness, and the proportion of users under the age of 35 is as high as 79.8%. Therefore, the target of this survey is mainly based on young consumer groups, and a small number of groups with different occupations and incomes, which is representative to a certain extent. A total of 178 questionnaires were received, and the basic information of 156 valid questionnaires was organized.

3.4 Validating the model

The questionnaire data validation was done using SPSS 24.0 analysis software. In order to ensure the scientific validity of the questionnaire data, SPSS software was used to analyze the rationality and reliability.

3.4.1 Reliability test

Reliability refers to the stability and reliability of measurement data, which does not change depending on the subject, time and place of the survey. Cronbach's coefficient is commonly used in academia to determine the reliability of questionnaire. The minimum reliability value is 0.7. If the reliability coefficient reaches 0.8 or more, the questionnaire is considered to have a high degree of internal consistency. Greater than 0.9 indicates that the reliability of the tested questionnaire is good. The validity test of this questionnaire is shown in Table 2, the KMO value of the variables is more than 0.9 and the significant level of Bartlett's test of sphericity is less than 0.05, which indicates that the validity of the questionnaire is good.

Table 2. Reliability statistics

Cronbach's alpha coefficient	Cronbach's alpha coefficient based on standardized terms	Item count
0.929	0.929	13

3.4.2 Validity test

Validity analysis is usually a test of the authenticity and validity of collected data. The exploratory factor analysis used in this paper is often used as a structural reliability analysis, and KMO analysis and Bartlett's test of sphericity are needed to determine whether a variable is suitable for factor analysis. If the KMO < 0.5, it is considered unsuitable for factor analysis. If the KMO reaches 0.8 or more, it is considered suitable for factor analysis.

Table 3. Validity statistics

Kaiser-Meyer-Olkin metric of sampling adequacy		0.920
Approximate chi-square		1208.018
Bartlett's test of sphericity	df	78
	Sig.	0.000

The validity test of this questionnaire is shown in Table 3. KMO value of the variables is more than 0.9 and the significant level of Bartlett's test of sphericity is less than 0.05, which indicates that the validity of the questionnaire is good.

3.4.3 Correlation analysis

After the statistics of the original data, we analyze whether there is a correlation between the variables and the dependent variable. When $r > 0$, there is a positive correlation between the variables, and when $r < 0$, there is a negative correlation between the variables. When $-1 < r < 1$ and the absolute value of r is closer to 1, the correlation between the variables is higher.

Table 4. Pearson coefficients and correlations

Variable name	Consumer psychological demand tendency	
	Correlation coefficient	P-value
Original content	0.492	0.000
Professional publisher	0.632	0.000
Realistic scenarios	0.668	0.000
Efficient interaction	0.674	0.000

The data results are shown in Table 4 indicating that dependent and independent variables move in the same direction and are positively correlated. The correlation coefficients of publisher, scene and interaction are all between 0.6 and 0.8, indicating a strong correlation between these variables and consumer psychological needs. In particular, the correlation between the interactivity of mobile short video marketing and consumers' psychological tendency is 0.674, indicating that among the four dimensions, efficient interactivity has a greater impact on consumers' psychological needs.

4 Conclusions

This study focuses on the intrinsic relationship between mobile short video marketing and consumers' psychological needs. Through validation and analysis, the following conclusions are drawn which are briefly summarized in Table 5.

Table 5. Hypothesis test results

Title number	Assumptions	Test results
H1	Original-type content of mobile short video positively influences consumers' psychological demand tendencies.	Established
H2	Professionalism of mobile short video publishers positively influences consumers' psychological demand tendencies.	Established
H3	Authenticity of mobile short video scenarios positively influences consumers' psychological demand tendencies.	Established
H4	High interactivity of mobile short video marketing positively influences consumers' psychological demand tendencies.	Established

When consumers browse short videos online, the quality of short mobile video marketing content and professionalism of the guide significantly affect consumer satisfaction, which in turn affects their psychological demand tendencies. It is also found that the choice of short mobile video scenes and the intensity of interaction will lead to an immersive shopping psychological experience for consumers, prompting the making of purchasing behavior.

4.1 Originality of content to attract consumers' attention

Through the above analysis, we can conclude that mobile short video content influences consumers' product preferences to a certain extent, but some consumers lack awareness of the importance of original short videos. This shows that the core driving force for the development of mobile short video is content, and the focus of rectification is also content. Original quality content will prompt users to spontaneously participate in product interaction and inspire more users to buy. Therefore, enterprises should pay more attention to the three aspects of mobile short video content specification, originality and dissemination specification, through improving the quality and creativity of the content, and digging deeper into their own brand, thus producing content with characteristics and novelty, and expressing the enterprise's marketing concepts in a short period of time in a complete way.

4.2 Publisher's professionalism and influence increase consumers' willingness to buy

In mobile short video marketing, most people can be influenced by opinion leaders and may be swayed by their attitudes. Consumers, especially young consumers, need opinion leaders to inform them about the products to mitigate the purchase risk. Moreover, opinion leaders should enrich the content of mobile short video and promote it through the socialization of mobile short video users to get a good marketing effect. The role of opinion leaders should be maximized. Select publishers who have similar values to the product. Publishers need to have the qualities of rich knowledge, high innovation ability and the ability to accept new things. Companies need to stimulate user interest and increase user loyalty through opinion leaders.

4.3 Authenticity of the scenario can improve consumer identification

The results show that the authenticity of mobile short video marketing scene largely influences consumers' psychological demand tendency. It utilizes authentic filming techniques to bring the whole scene infinitely close to reality, so that the product is skillfully integrated into a story, which can make consumers feel immersive and understand the product better in emotional recognition. Adding creativity to everyday scenarios not only connects the scenarios precisely to the users, allowing them to participate in the activities in real time, but also improves the freshness of the users.

4.4 Good interaction can drive consumers' sharing psychology

The high interactivity of short mobile video reorganizes the relationship between consumers and businesses. The interactivity of mobile short videos can be one-to-one or one-to-many. Enterprises communicate with consumers in an equal or even low-profile method so that consumers can learn basic information about the product, satisfy users' curiosity, and promote the behavior of product sharing. The high interactivity of short mobile video reorganizes the relationship between consumers and businesses. The interactivity of mobile short videos can be one-to-one or one-to-many. Enterprises communicate with consumers in an equal or even low-profile method so that consumers can learn basic information about the product, satisfy users' curiosity, and promote the behavior of product sharing.

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