

What Factors Lead Consumers to Purchase on Short Video Platforms? A Perspective of TAM

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Abstract—Nowadays, short video platforms are becoming more and more popular, and more people choose to shop on short video platforms or live streaming platforms. After reviewing prior research, we found that most of the prior research examined consumers' purchase intention on live streaming and online context, and examined from different social media perspectives. However, little attention has been paid to short video platforms. Short video platforms are one aspect of social media but they have their characteristics and advantages. Factors impacting purchase intention on short video platforms may be different from other social media platforms. The purpose of this research is to provide some inspiration for merchants to sell on short video platforms in the future. This study uses the method of questionnaire survey, and through data analysis, we can more intuitively and truthfully reflect the factors that really affect the consumer's consumption intention. After obtaining the final data, it can be seen that four factors of Perceived Usefulness, Perceived Ease of Use, Video Emotion Polarity, and Video Information Quality have an impact on purchase intention.

Keywords—perceived usefulness, perceived ease of use, short video, purchase intention, video emotion polarity, video information quality

I. INTRODUCTION

China's short video industry has developed rapidly in recent years. Short videos have grown excessively from early explosive growth to current high-quality development, and have been influenced and driven by the Internet industry. Short video users are also increasing. As of December 2022, China's short video user scale has reached 1.012 billion, accounting for 94.8% of the overall netizens, with a growth rate of 8.3%, and the development of the industry is also gradually solid. The short video platform provides a platform for cross-border industry promotion while deeply integrating with mainstream media (Huang, 2023).

Prior research has examined purchase intention under various contexts. For example, Park *et al.* (2021) aimed to explore the influence of social media word-of-mouth on consumers' luxury purchase intention. In addition, they also explored the moderating effects of consumer demographic characteristics. Meskaran *et al.* (2013) explored factors of online purchase intention and the antecedents of trust and security. Sun *et al.* (2019) had also researched how live streaming in China affects social commerce and customers' purchase intentions. The study proposed a research model based on IT affordance theory and presented three main features of live streaming: visibility affordance, metavoicing affordance, and guidance shopping affordance. Sun *et al.* (2019) examined how these companies use advertisements on social software to interact with people and how they are motivated to purchase the brand. After reviewing prior

research, we found that most of the prior research examined consumers' purchase intention on live streaming and online context, and examined from different social media perspectives. However, little attention has been paid to short video platforms. Short video platforms are one aspect of social media but they have their characteristics and advantages. Factors impacting purchase intention on short video platforms may be different from other social media platforms.

The purpose of this study is to investigate how short videos affect consumers' purchase intention. Based on the research purpose, this study presents two research questions: (1) what factors influence consumers' purchase intention after watching a video related to a product? (2) Which factor has the greatest impact on purchase intention? To serve the research purpose, this study adopts both quantitative and qualitative research methods. Under the quantitative research method, literature review methods will be adopted. Under the qualitative research method, a questionnaire will be used.

II. LITERATURE REVIEW

A. Characteristics of Short Videos

Short videos are a new type of video, typically lasting from 5 seconds to 5 minutes. The short video industry began to start from 2012 to 2014, with the popularity of smartphones and the emergence of mobile networks. Some poor-quality short videos began to appear in the public's view, therefore, the development of the short video at that time was very slow. The short video industry began to transform between 2014 and 2015, coupled with the popularity of 4G networks and network facilities, the short video industry is gradually on the right track. Short video marketing appeared gradually. During this period, the selling points on short videos are mainly through recommending products by popular celebrities or Internet celebrities (Xiao *et al.*, 2019). From 2016 to 2017, the short video platform was gradually popularised, and the launch of TikTok quickly seized the market, and the market share expanded to 5.58 billion. Since 2018, the short video industry has begun to develop steadily. According to Shen (2022), the short video market share reached 82.82 billion in 2019, up 608.5% from previous years, and the industry share reached 140.83 billion yuan, with a growth rate of 70%.

The features of short videos are that it has a wide audience, fast information dissemination, and various forms of dissemination, which are not limited by time and space. Most creators of short video platforms are ordinary users or self-media people. Self-media people refer to the public who use a peer-to-peer approach to spread their own information or filter processing contents to others through the Internet

platform. This makes the videos swiped by users more relevant (Shen, 2022).

Short videos have several advantages. First of all, short videos are usually played on mobile devices and are suitable for fragmented time viewing, which determines the contents of short videos to show a fast food style and trend. Compared to text and pictures, the contents of videos are easier for people to understand, especially when the pace of life is faster, they are more interested in short videos. Second, these short video platforms will constantly collect user data and recommend accurate and personalized videos to users, so that they can immerse themselves in the short video environment. The short video platforms do not set any privileges, which makes short videos have fresh and interesting content all the time. With the function of users' stickiness, user enthusiasm for creating high-quality output is increasing. In addition, the cost of short video production is relatively low, everyone can share their own life and everyone's video has the right to be seen by others (Xiao *et al.*, 2019).

B. Purchase Intention

Intention is a large factor in assessing the likelihood of future performance (Blackwell *et al.*, 2001). Ajzen (1991) stated that intentions are considered to be motivational factors that influence behavior and intention indicates how much effort people are willing to put into performing the behavior. It is believed that willingness to purchase is one of the key factors that have a decisive influence on customers' behavior (Blackwell *et al.*, 2001). In this study, purchase intention is defined as the strength of a consumer's intentions to perform a specified purchasing behavior (Delafröz *et al.*, 2011). Purchase intention is derived from the Theory of Reasoned Action (TRA) (Fishbein and Ajzen, 1975). The purpose of TRA theory is to explain volitional behavior. Its explanatory scope excludes a large number of behaviors such as those that are spontaneous, impulsive, habitual, outcome-desired, or only scripted or unconscious (Bentler and Speckart, 1979; Langer, 1989). These behaviors are excluded because they appear involuntary or because they are unrelated to what people consciously do. TRA theory also excludes behaviors that may require special skills, unique opportunities, or the need to collaborate with others in order to perform them (Liska, 1984). This is because a person may be unable to perform a behavior due to a lack of skill, lack of opportunity, or inability to work with others, rather than a self-determined decision not to do something (Hale *et al.*, 2021). Based on TRA, Ajzen (1991) proposed another theory which is the Theory of Planned Behavior (TPB). Ajzen added a new factor into the TRA model which is the perceived behavioral control. According to TPB, consumers' "behavioral intentions" are influenced by "attitudes", "subjective norms" and "perceived behavioral control".

C. Short Video Marketing Features and Purchase Intention

1) Video information quality and purchase intention

Research on online reviews suggests that high-quality reviews and lower-quality reviews have a greater impact on consumer purchase intentions (Chen *et al.*, 2018). In addition, high-quality information also allows consumers to perceive a reduced psychosocial distance between them and the source

of the information and subsequently improves their purchase intention (Zhao *et al.*, 2020). Video information quality is one of the characteristics of short videos. It refers to the quality of video information and the accuracy, credibility, relevance, comprehensibility, and timeliness of the video information (Cheung and Thadani, 2012). To be precise, product video reviews can provide more authentic and reliable information about the product, which can become the real consumer experiences belonging to the consumers themselves (Diwanji and Cortese, 2020). Therefore, video reviews are more credible and convincing (Aljukhadar and Senecal, 2017). Consumers can obtain more information when watching short videos introducing a specific product. The more the information is real and valid, the more consumers are willing to make a purchase. As such, consumers would be more willing to view and spend cognitive resources to find and process the information presented (Zhai *et al.*, 2022). As rich media, the format of short video can provide high-quality information, subjective perceptions, and vivid emotional cues more than text format, which in turn significantly influences consumers' purchase intention (Han and Stoel, 2017). In addition, Zhai *et al.* (2022) had found that video information quality of short videos can positively and significantly influence consumers' purchase intention. Therefore, this study present that:

H3: Video information quality positively influences purchase intention

2) Video emotional polarity and purchase intention

Emotional polarity refers to the extent to which consumers are attracted or engaged by the positive emotions of the product in the video (Zhu *et al.*, 2020). It has been shown that positive Electronic Word-Of-Mouth (eWOM) significantly enhances consumers' purchase intention, on the contrary, negative eWOM significantly reduces purchase intention (Wang and Yu, 2017). In the context of video WOM (vWOM), Agrawal and Mittal (2022) explored the text comments of popular videos on YouTube and found that the over-sentiment expressed in the comments about the products significantly impacted consumers' purchase intention. Therefore, we believe that consumers will have higher purchase intention when the emotional polarity of the video perception is higher. The emotion polarity is assessed as the extent to which they are attracted by the positive emotion expressed in the reviews video. Therefore, we hypothesize:

H4: Video emotion polarity positively influences purchase intention.

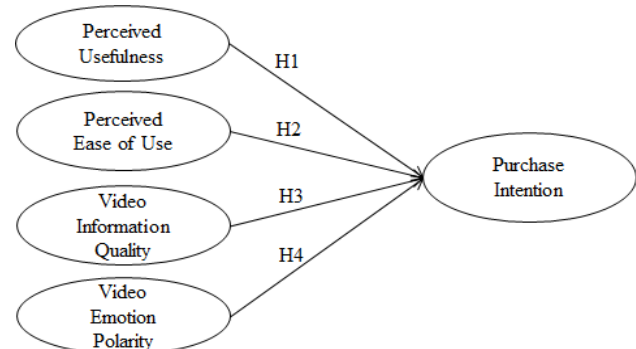


Fig. 1. The research model of this study.

III. METHOD

A. Theoretical Background and Hypotheses

Among the numerous studies on behavioral intention factors in online shopping behavior, the Technology Acceptance Model (TAM) has been widely used. TAM was originally proposed by Davis (1985) based on TRA (Fishbein & Ajzen, 1975). Within this context, TAM has successfully served as a theoretical framework for predicting online purchase intentions and behavior (Gefen *et al.*, 2003). TAM suggests that “intention” is directly influenced by two factors: “perceived usefulness” and “perceived ease of use”. “Perceived usefulness” refers to “a person’s belief that a particular system will improve his or her efficiency”. However, “perceived ease of use” refers to “a person’s belief that a particular system can be used effortlessly”. In the context of online shopping, perceived the usefulness refers to consumers’ belief that online shopping can increase their efficiency (Shih, 2004). Those who perceive ease of use will believe that they can shop online without any degree of effort (Lin, 2007). It is suggested that perceived usefulness and perceived ease of use have a significant effect on online shopping intentions. Perceived usefulness is related to a person’s level of trust (Davis, 1989). Trust is one of the most influential factors in the consumer online shopping context. Lack of trust is one of the most important reasons that deter consumers from purchasing (Jarvenpaa *et al.*, 2000; Lee & Turban, 2001). If there is no trust established, there is no online transaction. Prior research has demonstrated a significant effect of perceived usefulness and perceived ease of use on consumers’ willingness to shop online (Gefen *et al.*, 2003). Since purchasing through short videos is one aspect of online shopping, it is reasonable to assume that perceived usefulness and perceived ease of use characteristics of short videos will also enhance consumers’ purchase intention. Therefore, the hypothesis proposed in this paper is:

H1: Perceived usefulness positively influences purchase intention.

H2: Perceived ease of use positively influences purchase intention.

B. Measurement Items and Procedure

All the measurements were measured using a 5-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. Perceived usefulness and perceived ease of use were measured using 3 items adopted from Hong *et al.* (2006). 3 items were adopted from Tian (2022) to measure purchase intention. Information quality was assessed using 4 items adapted from Lin (2008). Video emotional polarity was measured with two items adapted from Zhu *et al.* (2020). Items are shown in Appendix A in detail.

A questionnaire was made through Wenjuanxing to test the research model. Wenjuanxing is a professional online questionnaire, exam, assessment, and polling platform, focusing on providing users with a powerful and user-friendly online design questionnaire, data collection, custom reports, survey results analysis, and other series of services. The questionnaire was sent out through WeChat, Wenjuanxing, Weibo, etc. The duration of collecting the questionnaire was one week, a total of 277 questionnaires were received, deleting invalid questionnaires 79 (respondents who had never purchased at the short video

platforms). The final number of valid questionnaires was 198.

C. Descriptive Analysis

Descriptive analyses were conducted for the basic information of the respondents, including the number of males and females, the number of age groups, and the percentage of the population. Females constituted the majority of the respondents, 136 (68.7%). Males accounted for 62 (31.3%). In general, there are more respondents who were under the age of 18 and over the age of 50, with a total of 64 respondents (32.3%) under the age of 18 and 69 respondents over the age of 50, accounting for 34.8%. Then followed by those aged 40–49 and who are in their 30s, with 25 (12.6%) and 24 (12.1%) respectively. Finally, it was respondents who were among 19- to 29-year-olds, who accounted for 8.1% of 16. Table 1 shows the descriptive statistics of the respondents.

Table 1. Descriptive statistics of respondents

Respondents	Category	Count	%
Gender	Male	62	31.3
	Female	136	68.7
Age	under 18	64	32.3
	19–29	16	8.1
	30–39	24	12.1
	40–49	25	12.6
	over 50	69	34.8

IV. RESULT AND DISCUSSION

A. Reliability and Validity Test

The data analysis for this essay was carried out using SPSS software. SPSS is recognized as one of the finest statistical analysis software and it is one of the most widely used statistical analysis tools for market research, medical statistics, government, and business data. It has several advantages such as easy programming, powerful features, data compatibility, easy extension, and module combination. Using SPSS functionality, users can extract every piece of information from a file for performing descriptive, inferential, and multivariate statistical procedures. With SPSS’s Data Mining Manager, users can perform intelligent searches, extract hidden information using decision trees, design artificial intelligence neural networks, and perform market segmentation. SPSS software can be used to solve algebraic, arithmetic, and trigonometric operations. The Report Generator feature of SPSS allows you to prepare attractive survey reports. It combines the text, tables, graphs, and statistics of the report into the same file. SPSS also provides data documentation. It enables researchers to store metadata catalogs. In addition, it acts as a centralized repository of information related to the data-such as relationships to other data, the meaning of the data, source, format, and usage.

The first step is to assess the reliability of the data. Relative reliability is the degree to which individuals maintain their position in a sample over repeated measurements. In order to test the reliability of the data, this study first conducts Cronbach’s alpha (α) analysis. To meet Cronbach’s alpha, the values were required to exceed 0.7 (Fornell & Larcker, 1981). Table 2 shows that Cronbach’s alpha values range from 0.841

to 0.928. It can be seen that both parameters exceed the required value of 0.7 (Fornell & Larcker, 1981) and meet the indicating good reliability. Second, this study tested the validity of the data using factor analysis, AVE, and C. R. Factor loading values need to exceed 0.7, AVE values need to exceed 0.5, and C. R. should be greater than 0.7 (Chin, 1998). Table 2 shows that all factor loadings of the measurement items were higher than 0.7, the value of AVE ranges from 0.765 to 0.874, which exceeds the acceptable value of 0.5 (Chin & Marcoulides, 1998) and C. R. also exceeds the required value of 0.7. The results showed that the proposed method has good convergent validity.

Table 2. Reliability and validity results

Variables	Measurement items	Factor loadings	Cronbach's alpha (α)	AVE	C.R.
Perceived Usefulness	PU1	0.921	0.928	0.874	0.954
	PU2	0.948			
	PU3	0.936			
Perceived Ease of Use	PEU1	0.879	0.841	0.765	0.907
	PEU2	0.941			
	PEU3	0.798			
Video Emotion Polarity	VEP1	0.916	0.873	0.80	0.923
	VEP2	0.889			
	VEP3	0.879			
Purchase Intention	PI1	0.896	0.873	0.80	0.92
	PI2	0.870			
	PI3	0.916			
Video Information Quality	VIQ1	0.885	0.890	0.786	0.930
	VIQ2	0.892			
	VIQ3	0.878			

B. Hypothesis Test

Linear regression analysis was adopted to test the hypotheses of the research model. Linear regression is ideal for modeling linear as well as approximately linear correlations. As shown in Fig. 2, perceived usefulness is positively correlated with purchase intention ($\beta = 0.335$, $p < 0.001$); perceived ease of use is also positively correlated with purchase intention ($\beta = 0.153$, $p < 0.01$); The same is true of video information quality ($\beta = 0.453$, $p < 0.001$). Similarly, video emotion polarity also positively affects purchase intention ($\beta = 0.140$, $p < 0.05$). In conclusion, all the hypotheses proposed in this study were supported.

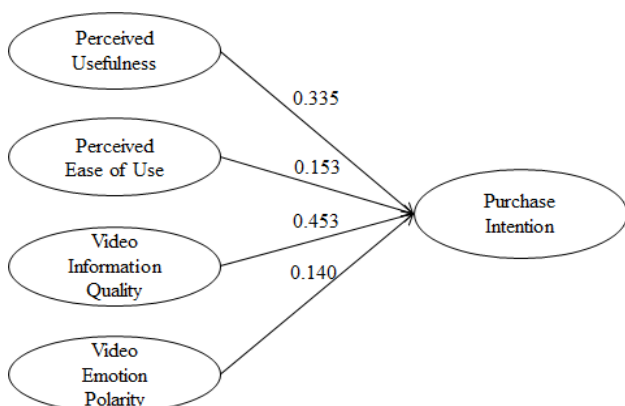


Fig. 2. The accepted hypothesis of four factors on purchase intention.

C. Research Implications

1) Theoretical implications

This study provides several theoretical implications. Through data analysis, this study found that video information quality had the most significant impact on purchase intention, followed by perceived usefulness, perceived ease of use, and video emotion polarity. These findings are in accordance with prior research which also proved that the four factors are antecedents of purchase intention. Unlike prior research, this study focuses on short video platforms rather than online shopping, live-streaming shopping, or social media shopping. Short-video platforms have unique functions that social media platforms do not have. Therefore, this study filled the research gaps that prior research rarely examines the influencing factors of purchase intention on short-video platforms.

2) Practical implications

This study also provides several practical implications. First of all, among the four factors, video information quality exerted the largest impact on purchase intention. Therefore, this study suggests merchants pay attention to their information quality when advertising on short video platforms. In the advertisement, the business can provide more accurate data, use more physical pictures, or invite well-known bloggers to evaluate and reflect the most real state of the product. For example, if it is a clothing store, they can let models of different sizes have a fitting so that people can have a more comprehensive understanding and attract more people of different sizes. Second, perceived usefulness exerted the second largest impact on purchase intention. The usefulness of short video software shopping can make customers more convenient. Data shows that most people are very loyal to short video or live shopping, and they are more inclined to shop on short video platforms because the platforms will push them to things they want to purchase. Companies can make more publicity on short video platforms, so as not to send out advertisements like a net. Short videos will be pushed to interested people, which greatly improves the possibility of products being interested. Third, perceived ease of use is also a factor with greater influence, most people think that shopping through short video or live streaming platforms makes their life more convenient, which can make them complete transactions better and is very helpful to their lives. APP developers could consider making the payment process easier or the shopping interface simpler, which would make it easier for people (especially the elderly) to navigate and save customers time. Finally, video emotion polarity is the fourth factor that influences purchase intention. Advertising shooting can use some scenes or plots that can cause emotional resonance in viewers, such as the emotional embodiment of family, friendships and love, which are very common in our lives and will greatly affect consumers' shopping desires.

D. Limitations and Future Studies

Despite the contributions and implications, this study has several limitations. First, the sample of this paper is limited and only has 198 valid data. The results may not respond to an average attitude toward purchase intention through short video platforms. Future studies can target different age

groups, and different occupation groups to collect more data. Second, different countries and regions have different levels of use and popularity of short video platforms. This paper has only reached a small number of people in a small part of China and is not universal. If the opportunity arises, a larger survey and data collection will be conducted. Third, this study only adopted four antecedents of purchase intention, there are many other effective factors. Nevertheless, it is not possible to include all effective factors into one paper, this study still suggests future research consider more effective factors.

V. CONCLUSION

The purpose of this research is to examine the influences of perceived usefulness, perceived ease of use, video information quality, and video emotion polarity on purchase intention. In the paper, this study first searched relevant literature, reviewed the previous research, and found four factors that may affect purchase intention under the context of short video platforms. In order to prove the influence of these four factors on purchase intention, this study made a questionnaire survey on a small range of people of all ages (mainly using the method of a 5-point Likert scale) and screened out relevant data. SPSS and Excel were used to analyze the data and finally, the validity of the data was obtained, which finally proved that four factors had an impact on the purchase intention. The significance of this research is that with the rapid development of short video software, many businesses choose to sell such software, then how to attract more customers is the problem that many companies are facing. In addition, because the development of short video software is not long, so not many people have conducted research in this area. This research is very meaningful and what the market is hoping for now.

CONFLICT OF INTEREST

The author declares no conflict of interest.

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