



Research on the Buying Behavior affect Short Video Marketing to Gen Z Consumers in the Fashion Industry of Guangdong China

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ABSTRACT

In recent years, with the proliferation of mobile smart devices and the development of 5G technology, people's entertainment consumption habits have grown more diversified and quicker, and they are more receptive to fragmented and low-threshold communication formats. This gives rise to short videos. Based on the high-density and high-efficiency information distribution benefits of Internet technology, short videos provide sufficient creative marketing area for brands and businesses. Numerous companies and businesses spend much in short films due to their high visitor volume. It has had a significant influence, and short films have become an essential marketing and competitive tool for large brands and businesses. This study combines electronic word-of-mouth, KOL endorsement, content quality, and brand awareness with the mediating function of perceived value to investigate the link between short-form video marketing and consumer purchasing behavior. This study focuses on short video marketing, which extends the empirical explanations of current consumer purchasing behavior theories and has definite reference relevance for short video marketing of linked brands or businesses. Short video marketing has a significant relationship to brand awareness. The results demonstrate that brand awareness affects short video marketing positively. Short video marketing has a significant relationship to consumer perceived value. It is shown that consumer perceived value affects short video marketing positively. Ultimately, the results show that brand awareness has a significant relationship to consumer perceived value.

Keywords: Brand Awareness, Consumer Behavior, Content Quality, Endorsement, Perceived Value, Video Marketing,

I. INTRODUCTION

In recent years, with the popularization of mobile smart devices and the development of 5G technology, people's ways of entertainment consumption have become more diverse and faster, and they are more willing to accept fragmented and low-threshold communication forms. Short videos are born from this. As shown in Figure 1, It can be seen from the "2021 China Online Audiovisual Development Research Report" that as of June 2020, the scale of Chinese netizens has expanded to 940 million. The monthly increase was 43.21 million, and the utilization rate of netizens was 95.4%. In 2022, the usage rate of short video users will continue to rise, and it is currently close to 90%, which has become the underlying application of the Internet. Based on the high-density and high-efficiency information dissemination advantages of Internet technology, short videos provide enough creative marketing space for short videos for brands and enterprises. Short videos have huge traffic and attract a lot of investment from many brands and enterprises. It has had a considerable impact, and short videos have also become an important area of marketing and competition for major brands and enterprises.

II. RESEARCH METHODS

This study e a descriptive-correlational research design to analyzed the relationship between short video marketing, Brand awareness, and Customer Perceived Value among Gen Z consumers of the fashion industry.

Descriptive-Correlational research is a scientific method that includes observing and describing a subject's behavior without influencing it in any way. Correlational designs were associated with the systematic investigation of relationships or associations between and among variables.

Therefore, descriptive-correlational studies described the variables and the natural relationships between and among them. Since the researcher had gathered data with quantifiable information, a quantitative research method was used, which was used for statistical analysis to provide a reliable production of findings.

III. CONCLUSION

All the data presented came from the answers of 310 respondents. The following is the summary of the findings, based on a comprehensive analysis of the collected data:

3.1 For the profile of the respondents

The survey comprises 141 female and 169 male respondents. On an education basis, the undergraduate bracket got the highest number of respondents wherein the total number is 180 with a total rate of 77.4%. Based on the findings, the majority of the respondents are earning more than 6000-yuan monthly and they are exposed to short video marketing for more than 2 years. Furthermore, most of the respondents frequently follow the content in short video marketing on a daily basis.

3.2 Level of Short video marketing

In the level of short video marketing, overall results are all interpreted as good with the total mean and standard error of ($M = 5.01$, $SE = 1.29$). The first in the rank is the content quality ($M = 5.03$, $SD = 1.34$). The second is the KOL endorsement ($M = 5$, $SD = 1.4$), and then the last one is the electronic word-of-mouth ($M = 4.99$, $SD = 1.29$).

3.3 Level of Brand Awareness

In the level of brand awareness, overall results are all interpreted as good with the total mean and standard error of ($M = 4.98$, $SD = 1.28$). The first in rank is the brand recall ($M = 5.34$, $SD = 1.56$). The second is brand recognition ($M = 5.06$, $SD = 1.52$), and then the last one is brand dominance ($M = 4.47$, $SD = 1.39$).

3.4 Level of Customer perceived value

In the level of customer perceived value, overall results are all interpreted as good with the total mean and standard error of ($M = 4.94$, $SD = 1.34$). The first in rank is the price justification ($M = 5.36$, $SD = 1.6$). The second is perceived benefits ($M = 4.67$, $SD = 1.57$), and then the last one is valued over price ($M = 4.79$, $SD = 1.64$).

3.5 Relationship between short video marketing and brand awareness

The results show that short video marketing has a significant relationship to brand awareness, where $t(309) = 37.58$, $p < .001$ is less than 5% or 0.05. The results demonstrate that brand awareness affects short video marketing positively with the increased value of ($\beta = 0.902$; $p < .001$).

3.6 Relationship between short video marketing and consumer perceived value.

The results show that short video marketing has a significant relationship to consumer perceived value, where $t(309) = 15.32$, $p < .001$ is less than 5% or 0.05. The results demonstrate that consumer perceived value affects short video marketing positively with the increased value of ($\beta = 0.718$; $p < .001$).

3.7 Relationship between brand awareness and consumer perceived value

The results show that brand awareness has a significant relationship to consumer perceived value, where $t(309) = 5.92$, $p < .001$ is less than 5% or 0.05. The results demonstrate that brand awareness affects consumer perceived value positively with the increased value of ($\beta = 0.279$; $p < .001$).

IV. CONCLUSION

Based on the foregoing summary of findings, the following conclusions were drawn:

1. As a stated on the above-mentioned data about the profile of the respondents, it can be concluded that the majority of respondents are male. In the education category, the majority of the respondents are undergraduates. Therefore, it signifies that the said male respondents are undergraduates and earn more than 6000-yuan monthly. In addition, the majority of the respondents are exposed to short video marketing for more than 2 years.
2. The overall result of the level of the short video marketing is labeled as good. Therefore, it shows that the majority of the respondents agreed that content quality; KOL endorsement; electronic word-of-mouth are good indicators of short video marketing. It means that consumers think the information in a short video marketing is very persuasive, reasonable, credible, and accurate. Consumers tend to buy and use the same products as their favorite KOLs because they find the products endorsed by KOLs are interesting and important. And in terms of its content quality, consumers were able to get some practical and valuable information about the product or brand in a short video. They also think that the content of short videos is light and interesting.
3. The overall result of the brand awareness is labeled as good. Therefore, it shows that the majority of the respondents agreed that brand recall; brand recognition; brand dominance are good indicators of brand awareness. This means that brands using short video marketing can build a certain reputation and become influential in the industry. It's because short video marketing is well known to everyone and it has a high brand awareness and is trustworthy.
4. The overall result of the customer's perceived value is labeled as good. Therefore, it shows that the majority of the respondents agreed that price justification; perceived benefits; value over price are good indicators of customers' perceived value. It shows that consumers believe that the products of short video marketing have better quality and it's reliable. Short video marketing can provide companies a positive outcome as it can meet consumers' expectations and bring them pleasure by using their products.
5. The overall result of the relationship between short video marketing and brand awareness is less than five percent, the hypothesis number one is accepted and signifies that short video marketing has a significant relationship with brand awareness. This means that consumers believe the information in short video marketing is very reasonable, credible, accurate, and persuasive because that brand have a certain reputation and it's influential in the fashion industry. They also think that KOL endorsement is very important and interesting since the brand they're endorsing in a short video marketing is well known to everyone. Consumers were able to get some information that is practical and valuable to them about the product or the brand from a short video marketing because it has a high brand

awareness and is trustworthy. In conclusion, all findings presented will answer specific question number four and hypothesis number one and the answer is there is a significant relationship.

6. The overall result of the relationship between short video marketing and customers' perceived value is less than five percent, the hypothesis number two is accepted and signifies that short video marketing has a significant relationship with customers' perceived value. It shows that consumers are expected to buy and use the same products as KOLs because the product of short video marketing have better quality thus meeting their expectation. Consumers consider that the information in short video marketing is credible and persuasive because the products give them pleasure. They are also convinced that the products of short video marketing are reliable as they can get some practical and valuable information from the short video. In conclusion, all findings presented will answer specific question number five and hypothesis number two and the answer is there is a significant relationship.
7. The overall result of the relationship between brand awareness and customers' perceived value is less than five percent, the hypothesis number three is accepted and signifies that brand awareness has a significant relationship with customers' perceived value. This means that short video marketing brands can have a certain reputation if their products have better quality. The brands using short video marketing can become influential in the industry if they can meet the consumers' expectation. It also shows that if the companies' products can give pleasure to the consumers, then, their brand of short video marketing will be well known to everyone. In addition, according to consumers, short video marketing is helpful to their buying decision as it has a high brand awareness and is trustworthy thus making the products to be reliable. In conclusion, all findings presented will answer specific question number six and hypothesis number three and the answer is there is a significant relationship.

Output of the Study – Proposed Model of Short Video Marketing

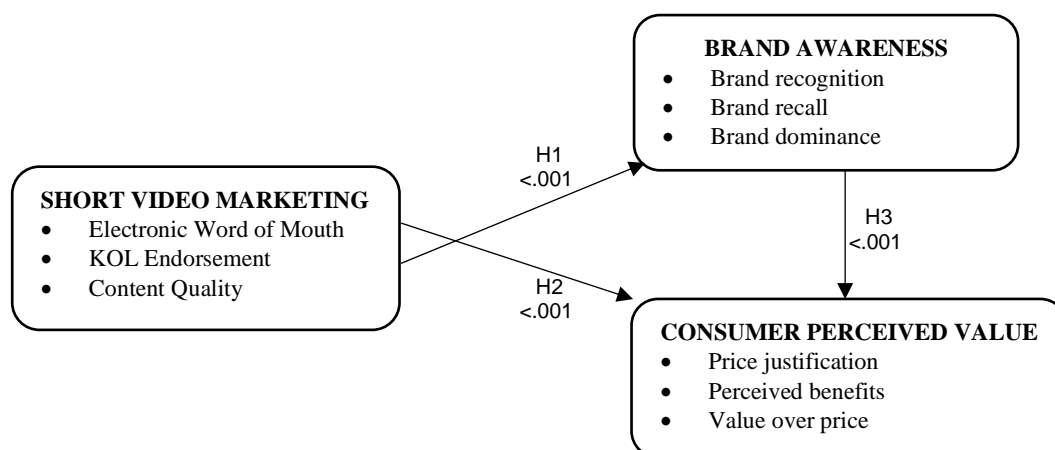


Figure 1. Output Model of the Study

The figure above shows the result of the tested data of this study. Based on the figure, short video marketing has a significant relationship with brand awareness, the same as the result for short video marketing and customer perceived value. Furthermore, brand awareness and customer perceived value have also significant to each other. in line with the hypotheses in chapter two. Therefore, with the support of the information gathered, the hypotheses are all accepted and each variable has a significant relationship with the other.

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