

## Analysis and research on the influence of social media video marketing on customers' purchase intention

Kanaliyev Zhalgas<sup>1</sup>, Liu Zhi Chao<sup>2</sup>

<sup>1</sup>(School of Business Administration/South China University of Technology, China)

<sup>2</sup>(School of Business Administration/South China University of Technology, China)

---

**Abstract:** As the rapid development of mobile Internet, social media short video has become another favorite after network broadcast in recent years. How to use short video for effective marketing has become a hot topic of common concern in academia and industry. Taking social media short video, perceived value, customer purchase intention as the research object, this paper combines the theory and practice of social media short video implantable advertising, event marketing, experience marketing, interactive. And also, it puts forward a short video about social media marketing several enlightenment, on the basis of the research of social media video impact on customer purchase intention for this paper, according to the successful marketing of domestic and foreign social media short video case.

**Keywords:** social media video marketing, perceived value, customer purchase intention

---

Date of Submission: 24-10-2019

Date of acceptance: 09-11-2019

---

### I. Introduction

Innovations in the Internet and mobile technology have given birth to social media, which has fostered in a new era of marketing. From the perspective of enterprises, it is necessary to analyze consumers' purchase intention based on social media marketing, so as to provide necessary decision basis and support for the development of e-commerce. A large number of domestic and foreign scholars have studied the purchase intention of online consumers. For example, Fishbein and Ajzen proposed the theory of rational behavior (TRA) and established the theoretical model of the relationship between state, intention and behavior. Chen and Dunbinsky established the consumer perceived value model under the network environment. Liu yan, a domestic scholar, believes that "dialogue" communication with questions and answers to promote the progressive topic will become an important way of marketing communication of social media. Gongyingmei et al. (2018) studied the consumer purchase decision model based on customer value. Zhaojianbin (2018) studied the behavior of consumers under social media represented by microblog, and on this basis, the marketing strategy of microblog was studied. Previous scholars have studied single social media; some of them qualitative generalize the study of consumer behavior, however, it can not form the macro system to set variables for quantitative. By analyzing the characteristics and main influencing factors of consumers' purchase intention in the context of social media marketing, this study constructs a model of consumers' purchase intention in the context of social media marketing and conducts empirical analysis to provide necessary decision support for the development of e-commerce.

The launch of Vine in the us in 2009 was the first major social networking app to feature short videos. With the advent of 4G era, faster network speed and lower tariff have led to an explosive growth of domestic users of short video applications. Under this background, many enterprises and individuals begin to use short video for marketing, and short video has become the "standard" of mobile Internet marketing layout. The production process of short video is simpler and the threshold to participate is lower. That is the reason why short video is able to attract more people to use, and participate in social sharing. Although short video lacks of some ornamental value, it is better in communication and dialogue. The inherent communication characteristic of short video makes it stand out among many marketing methods. As the application of short video marketing in social media becomes more and more common, the relevant issues of short video marketing in social media will also become worthy of discussion.

### II. Literature review

#### 2.1 Video marketing on social media

Social Media, also known as Social Media and Social Media, refers to the network and technology that netizens independently create hot issues and then exchange and disseminate information with each other (Shu, 2017). Social Media Marketing (SMM), also known as Social group Marketing, is a new Marketing method launched through video, which means that enterprises can achieve their business goals by participating in various Social networking sites (Handayani, 2017). Social media video marketing is a relatively new marketing method. At

present, the development speed of video in China is relatively fast, and more and more marketers apply short video entering marketing strategies. Enterprises can build their own media platforms or borrow third-party media platforms for online marketing. Social media in network marketing mainly refers to comprehensive websites with the nature of network. Its main feature is that the content of the website is mostly provided by users voluntarily (UGC), and there is no direct employment relationship between users and the site (Ariffin, 2017).

## **2.2 Analysis of purchasing intention characteristics of consumers based on social media video marketing**

The social media marketing model based on Web 3.0 is not the traditional marketing, but a personalized and innovative marketing activity through the social media platform. Based on social media marketing activities, consumers' purchase intention is characterized by the following points.

### **2.2.1 Personalized purchase requirements**

At present, social media marketing users are mainly young and highly educated users, who especially like to consume novel products to show their individuality and distinctive taste (Moslehpour, 2017). According to the survey, the analysis of social media marketing enables merchants to analyze consumers' purchase intention according to the impact factors of social media marketing, so as to provide consumers with corresponding goods and services. Thus, social media marketing promotes the personalized marketing of e-commerce.

### **2.2.2 Purchase requires convenience and fun**

Through the social media website shopping, consumers can not only save the time to choose goods and check out, but also reduce their physical consumption in the process of shopping (Gan, 2017). All in all, social media marketing simplifies shopping process, saving time and efforts. With the use of social media shopping, consumers not only hope to complete shopping, but also hope to have a variety of consumption fun in shopping, and so on.

## **2.3 Analysis of factors influencing consumers' purchase intention based on social media marketing**

Based on the above analysis and the research of relevant scholars, combining with the characteristics of consumers' purchase intention of social media marketing, this paper analyzes the factors that affect consumers' purchase intention of social media marketing.

### **2.3.1 Influential factors of video marketing on social media**

(1) Products placement. Product placement mostly mobilizes celebrities on social media to post or forward short articles and information related to a particular product. Through video marketing, consumers' desire to buy will be aroused, thus affecting their inner perception (Zhang wei, 2013).

(2) Activity marketing. All kinds of activities such as group purchase, seckill and discount, in order to attract consumers' interest in forwarding and improving their inner perception (Li Yaqi, 2017).

(3) Experience marketing. It takes customer experience as the core and believes that what customers consumed is not only products and services, but also a psychological experience process, which further influences the perceived value of consumers (Huang Li, 2017).

(4) Interactivity. Social media video marketing interactive platform greatly promotes consumers' activeness and loyalty, and greatly improves consumers' inner perception (Ariffin, 2017).

### **2.3.2 Perception factors**

Perceived value. Annika et al. (2011) defined customer perceived value as the balance between customers' perceived loss of products and perceived gains, and pointed out that customer perceived loss includes purchase price, acquisition cost, transportation cost, scheduled processing, repair and maintenance costs. Customer perceived benefits include product attributes, service attributes, technical support, etc. Customer perceived value refers to customers' perceived preference and preference evaluation on product performance, product attribute performance and use result to achieve (or hinder) their purchase intention in a certain environment. Holbrook (1998) emphasized that in addition to utilitarian requirements, customers also value experience such as pleasure and beauty in the process of consumption, and pointed out that customers make value judgment through utilitarianism and experience. The definition of customer perceived value is the overall evaluation of the utility of the product or service after the customer perceives the profit and loss of the product. Customer value is defined as the experience value acquired by customers when they buy products, and they also agree with the definition of customer perceived value, in other words, the ratio of perceived profit and perceived loss.

## **III. Research hypothesis and theoretical model construction**

### **3.1 The relationship between social media video marketing and perceived value**

Some scholars believe that in social media video marketing, influential factors of social media video marketing will affect the perceived value of customers to a certain extent. The traditional marketing takes the enterprise as the center, the consumer is in the passive position. Enterprises sell their products and services through advertising, personnel promotion and other channels, in order to obtain the maximum economic benefits. However, video marketing of social media focuses on consumers, not only tries to impress customers, but also focuses on the process of customer experience by building communities to participate with customers and strengthen the perceived value of customers, and sharing video culture and brand stories, with the purpose of

cultivating consumer brand relations (MAO yan, 2014).Based on the above research, the hypothesis are put forward:

H1: Social media video marketing has a positive effect on perceived value

### **3.2 The relationship between perceived value and customers' purchase intention**

Xiao Lin (2017) believes that customer perceived value is the direct cause of satisfaction, and there is a direct relationship between perceived value and purchase intention.Li Zongwei et al. (2017) believe that the level of customer perceived value determines the level of customer purchase intention.The research results show that perceptive value is the antecedent cause of customer purchase intention.After consumers understand the product information presented on social media, they will compare the perceived benefits and perceived costs in their mind, thus generating the evaluation of the product, which will directly affect their purchase intention. Therefore, it can be assumed that:

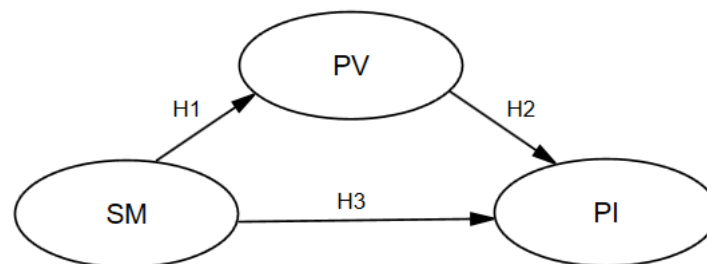
H2: Perceived value has a positive effect on customers' purchase intention

### **3.3 The role of perceived value in social media video marketing on customers' purchase intention**

In the field of consumer buying behavior, social media video marketing has an effect on customers' buying intention in terms of product placement, activity marketing, experience marketing and interaction. The more advertisements implanted in social media video, the more customers' perceived value will be improved, that is, the more they know about it, and their purchase intention will intensify with the increasing of their understanding. Social media video also can increasethe marketing activities, which can attract customers so as to produce purchase intention. Meanwhile, in the social media video marketing, customer perceived value will increase with experience marketing and interactive psychological experience as well as active degree, in this way, customer purchase intention of will increases, while, the opposite will weaken the bond. Therefore, the following hypotheses are proposed:

H3: Perceived value in social media video marketing has an intermediary effect on customers' purchase intention

In conclusion, the theoretical hypothesis model proposed in this study is shown in figure 1



**Figure 1** customer purchase intention model based on social media marketing

## **IV. Empirical analysis of influencing factors of social video marketing**

The main method to collect data in this study is questionnaire survey.The research hypothesis and relationship model based on literature review involve the following concepts, namely social media video marketing, perceived value, customer purchase intention, etc.In order to ensure the reliability and validity of the measurement tool, the survey was conducted by referring to the mature scale used by well-known scholars, and the items of the scale were revised according to the research needs, so as to make the survey results conform to the enterprise's situation as far as possible.This article selects college students and urban white-collar as investigation object, through designing the questionnaire, distribution, data collection method to study the information and relevant data, and by filtering data, the invalid data were remove.This paper mainly investigates college students and urban white-collar video usage of social media marketing platform, 290 questionnaires were distributed in all the subjects, eliminating invalid questionnaires, which were 288 valid questionnaires, with the recovery rate of 99%.

### **4.1 Reliability and validity analysis of the questionnaire**

Tests for validity of the questionnaire, this paper mainly through first-order confirmatory factor analysis (CFA), social media video marketing video the influence factors of social media marketing, perceived value and customer purchase intention of reliability is the most important theme of the need to verify, therefore, the AMOS21.0 was use to analyze the three latent variables of first-order confirmatory factor analysis;Through

analysis, the insignificant items can be deleted to obtain the measurement items of each latent variable as shown in figure 2. The fitness, reliability and validity of the specific model and the path coefficient are shown in table 1.

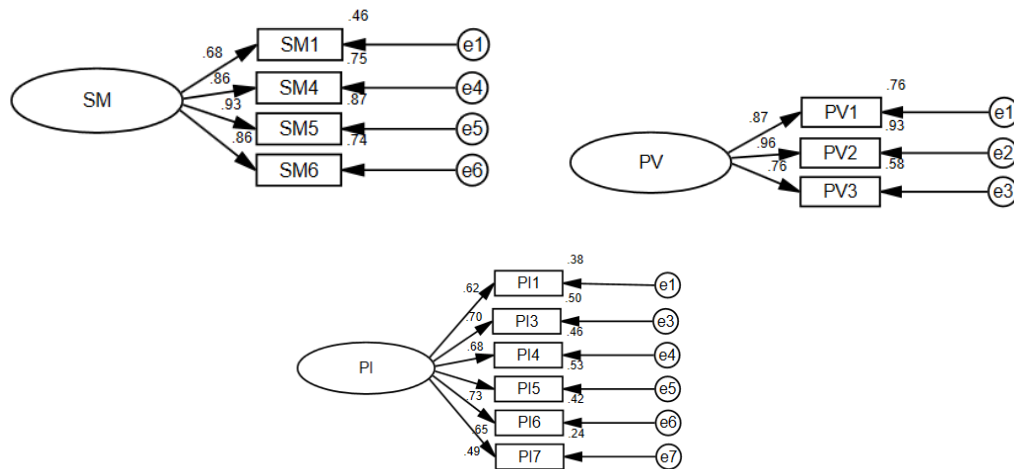


Figure 2 Social media video marketing, perceived value and purchase intention CFA

Table 1 Results of first-order confirmatory factor analysis (CFA) for each variable

variable	The Item	STD	SMC	1 - SMC	$\chi^2/df$	GFI	NFI	AGFI	CFI	RMSEA	CR	AVE
SM	The SM1	0.68	0.46	0.54	0.285	0.994	0.988	0.995	0.994	0.055	6.320	0.582
	SM4	0.86	0.75	0.425								
	SM5	0.93	0.87	0.13								
	SM6	0.86	0.74	0.26								
PV	PV1	0.87	0.76	0.24	1.642	0.994	0.99	0.971	0.996	0.048	1.284	0.726
	p2v	0.96	0.93	0.07								
	PV3	0.76	0.58	0.42								
PI,	PI1	0.62	0.38	0.62	2.313	0.977	0.957	0.945	0.975	0.068	5.273	0.753
	PI3	0.70	0.50	0.50								
	PI4	0.68	0.46	0.54								
	PI5	0.73	0.53	0.47								
	PI6	0.65	0.42	0.58								
	PI7	0.49	0.24	0.76								

As can be seen from table 1, the standardized path coefficients of three latent variables of social media video marketing, perceived value and customer purchase intention are all greater than 0.6. The chi-square of the first-order confirmable factor analysis model was 0.258, 1.642 and 2.313, respectively, all of which were less than the recommended value 3. The results of GFI, NFI, AGFI and CFI were all greater than the recommended value 0.9, while the values of RMSEA were 0.055, 0.048 and 0.068 respectively, which were all less than the recommended value 0.08. And the values of CR were 6.320, 1.284 and 5.273 respectively, which were all more than the recommended value 0.7. In addition, the AVE values were 0.582, 0.726 and 0.753 respectively, which were all greater than the recommended value 0.5. As a result, based on the above analysis, we can conclude that among the three variables, the overall fitting validity of the first-order confirmatory factor is high after analysis, that is to say, each variable has a high validity.

#### 4.2 Reliability analysis of the questionnaire

When measuring the reliability index, the reliability of Cronbach 'a coefficient test scale is the main test method used in this paper. According to Develli (2005), the Cronbach 'a coefficient between 0.7 and 0.8 is quite good, and between 0.8 and 0.9 is very good. By using AMOS 21.0 and SPSS 21.0, the reliability index of each variable can be

obtained as shown in table 5.3. It can be seen from the table that the Cronbach coefficient of each variable is greater than 0.7, so the reliability level of each variable is relatively high.

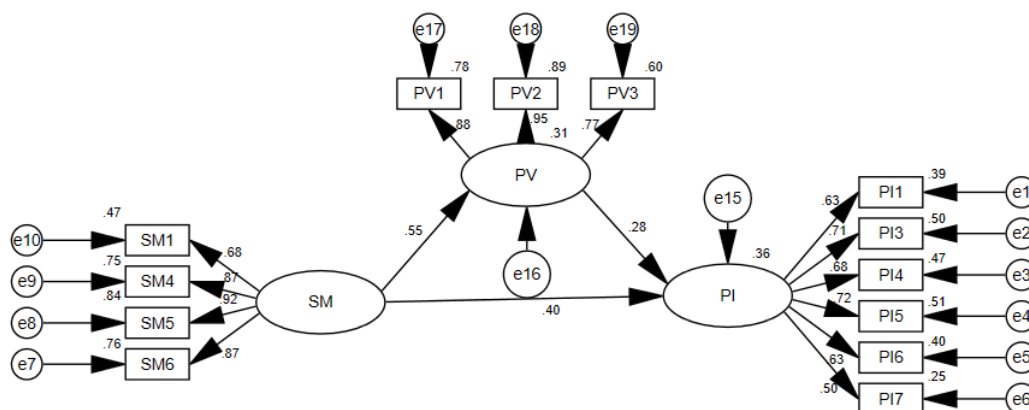
**Table 2** reliability index of each variable

The variable name	variable	Cronbach's alpha
Social media video marketing influencing factors	Product placement	0.811
	Event marketing	0.873
	Experience marketing	0.767
	interactive	0.802
Perceived value	Perceived value	0.722
Purchase intention	Behavioral intention	0.749

To sum up, it can be seen from table 1 and table 2 that the kronbach coefficient of social media video marketing variables such as external factors, perceived value and customer purchase intention are all greater than 0.5, which indicates the data have a good correlation. Therefore, this paper believes that the questionnaire has a high reliability and validity.

**4.2 Regression analysis**

Based on the above assumptions, this paper constructs the model shown in figure 3 to explore the mechanism of action between social media video marketing, perceived value and customer purchase intention. Based on this model, AMOS21.0 was used to build the SEM model in this paper. By analyzing the collected relevant data, the operation results as shown in figure 3 were obtained. The specific data results are shown in table 3.



**Figure 3** SEM model of social media video marketing, perceived value and customer purchase intention

**Table 3** effects of social media video marketing, perceived value and customer purchase intention

variable	UNSTD	S.E.	C.R.	STD	P
Perceived value <-- social media video marketing	0.55	0.067	9.467	0.64	* * *
Purchase intention <-- perceived value	0.28	0.054	3.845	0.21	* * *
Purchase intention <-- social media video marketing	0.4	0.063	4.876	0.3	* * *

Fitness index:

$\chi^2/df = 2.369$ , GFI = 0.925, RMSEA = 0.069, NFI = 0.993, AGFI = 0.912, CFI = 0.953,  $\chi^2 = 175.318$ , DF = 74

From table 3 it can be found that the above variables constitute the structural equation model of card party freedom ratio of 2.369, which is smaller than recommended values. 0.953 represents the value of CFI, and the suggestion value is larger than 0.9. GFI, AGFI, NFI value is larger than 0.9 the suggestion value, RMSEA value is less than the recommended value of 0.069 to 0.08, that is to say, the fit of the model as a whole has a particularly high. From the results of SEM regression analysis, it can be seen that the non-standardized path

coefficients of social media video marketing on perceived value, perceived value on customer purchase intention, social media video marketing on customer purchase intention are 0.55,0.28,0.40 respectively, and the standardized path coefficients are 0.64,0.21,0.3, all of which are significant at the level of  $p < 0.05$ . Therefore, conclusions can be drawn as shown in table 4.

**Table 4.** Conclusion statistics of hypothesis test

variable	Assuming that	The results of
Social media video marketing	H1: social media video marketing has a positive effect on perceived value	Approved
Purchase intention	H2: perceived value has a positive effect on customers' purchase intention.	Approved
Perceived value	H3: perceived value in social media video marketing has an intermediary effect on customers' purchase intention.	Approved

According to table 3 and 5, the dependent variable of social media video marketing under the perceived value of the intermediary role of the role of the customer purchase intention of variables is very significant. Because the social media video marketing to the direct effect of the purchase intention is significant ( $\beta = 0.4, P < 0.001$ ), and it can be concluded that perceived value partial intermediary social media video marketing have effects on the customer's purchase intention, namely social media video marketing for buying intention is a significant direct effect. On the one hand, it also can impact on perceived value, which is able to further influence the customer's purchase intention.

## V. Conclusions and Suggestions

### (1) Conclusion

The mechanism of social media video marketing on customers' purchase intention is the subject of this study. In addition, this study also introduces the concept of perceived value to further explore the mediating role of perceived value in the process of social media video marketing on customers' purchase intention. Through the design of relevant questionnaires and the collection of data based on the survey of college students and urban white collars using social media marketing platform video, combined with the results of data analysis, the following conclusions can be drawn from this study:

#### 1) Social media video marketing has a positive effect on perceived value

Through empirical analysis, it can be found that social media video has a direct positive effect on perceived value, that is, social media video marketing has a positive impact on perceived value. Influence factors in a social media video marketing include advertising, event marketing, experience marketing and interactive four aspects. To be more specific, the more social media video ads, activity marketing and experience marketing attract customers, the more customer perceive value are fostered.

#### 2) Perceived value has a positive effect on customers' purchase intention

Through empirical analysis, it can be found that perceptible value has a positive effect on customers' purchase intention, which means that perceptible value positively affects customers' purchase intention. When the perceived value of customers is improved, the purchase intention of customers will increase, otherwise, it will decrease.

#### 3) Perceived value in social media video marketing has an intermediary effect on customers' purchase intention.

In social media video marketing, perceived value plays an intermediary role in customers' purchase intention, which indicates that social media video marketing influences customers' purchase intention, and the effect is more significant under the intermediary role of perceived value.

### (2) Suggestions on marketing strategies of social media video

#### 1) Initiate creative marketing with creative short video

In specific implementation strategies, companies or brands can use products and hot topics to make some interesting short video on social media platform. This kind of short video, with its strong interest, will quickly get the user's feeling, so as to trigger the user to actively share, thus bringing about "secondary dissemination".

#### 2) Focus on content marketing

In the context of social media video marketing, content marketing has become a new marketing strategy, and creating content that attracts users is the core of content marketing. Content marketing provides information from the perspective of consumers, which can not only reduce the aversion of users, but also create a subtle influence on users so as to trigger identification and guide consumption.

#### 3) Accurate marketing

Social media video marketing is a common marketing method at present, but how to find the target consumer group among the huge social media user group still needs to improve the accuracy of marketing in different

ways."Web celebrity" resources can be used. The influence and communication power of video network celebrities in social media can sometimes even exceed that of star artists, and these influences become an important condition for the commercial realization of short video and web celebrity. For enterprises or brands, video Internet celebrities are marketing channels. If fans' trust in video celebrities is used to build an emotional bond between the brand and the target audience, twice the result will be achieved with half the effort.

### Reference

- [1]. Gan C, Wang w. The influence of perceived value on purchase intention in social commerce context[J]. Internet Research, 2017, 27(3):00-00.
- [2]. Moslehpour M, Wong W K, Yi H L, et al. Top purchase intention priorities of Vietnamese low cost carrier passengers: expectations and satisfaction[J]. Eurasian Business Review, 2017(3):1-19.
- [3]. Zhou X M, Song Q, Yuyin L I, et al. Examining the Influence of Online Retailers' micro-blogs on Consumers' Purchase Intention[J]. Internet Research, 2017, 27(3):00-00.
- [4]. Bai Y. How Does co-creation Affect Customer's Purchase Intention?[J]. 2018.
- [5]. Ariffin S K, Mohan T, Goh Y n. Influence of consumers' perceived risk on consumers' online purchase intention[J]. Journal of Research in Interactive Marketing, 2018, 12(3):309-327.
- [6]. Chen C C, Hsiao K L, Wu S j. Purchase intention in social commerce[J]. Library Hi Tech, 2018, 36(4):583-604.
- [7]. Handayani P W, Arifin Z. Factors affecting purchase intention in tourism e-marketplace[C]// International Conference on Research & Innovation in Information Systems. 2017.
- [8]. Shu K, Sliva A, Wang S, et al. Fake News Detection on Social Media: A Data Mining Perspective[J]. AcmSigkdd Explorations Newsletter, 2017, 19(1).
- [9]. Gronroos C, Ravald a. Service as business logic: implications for value creation and marketing[J]. Journal of Service Management, 2011, 22(1):5-22.
- [10]. Holbrook, T.L, Anderson, et al. Outcome After Major Trauma: 12 and 18 months Followup Results From the Trauma Recovery Project[J]. 1998, 45(2):315-324.
- [11]. anonymous. Research on short video marketing strategies in social media [D]. Heilongjiang university, 2018.
- [12]. MAO yan, zhujunxuan. Study on consumers' purchase intention based on social media marketing [J]. China commerce and trade, 2014(31):28-29.
- [13]. xiao Lin. Research on experiential marketing strategy based on customer perceived value [J]. Chinese business theory, 2017(7):20-21.
- [14]. zhangwei. Product placement [J]. News outpost, 2013.
- [15]. lizongwei, zhangyanhui, luandongqing. What factors affect consumers' online purchase decisions?-- the driving effect of customer perceived value [J]. Management review, 2017, 29(8):136-146.
- [16]. liyaqi. A preliminary study on the marketing strategy of reading promotion activities in the library of independent college -- a case study of jincheng college library of nanhang university [J]. Education modernization, 2017(9):191-192.
- [17]. Experience marketing: changing business strategy [J]. Enterprise research, 2017(2):50-52.

Kanaliyev Zhalgas. " Analysis and research on the influence of social media video marketing on customers' purchase intention." IOSR Journal of Business and Management (IOSR-JBM), Vol. 21, No. 11, 2019, pp. -47-53