



**THE INFLUENCE FACTORS OF SHORT FILM
ADVERTISEMENTS ON AUDIENCE PURCHASE INTENTION**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
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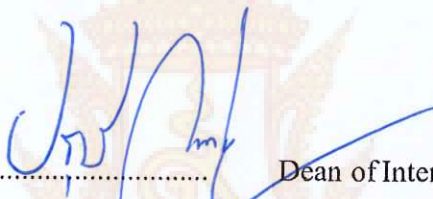
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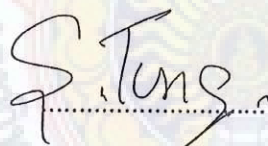
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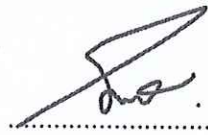
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ABSTRACT

Micro movie advertising is an innovative form of online advertising with social media as the main communication channel, which is highly sought after by enterprises and advertisers. To study the influencing factors of short film advertising on consumers' purchase intention, this study takes the target audience of short film advertising as the research object, collects 400 valid questionnaires through a questionnaire survey, and then uses SPSS 24.0 and Amos 24.0 carried out statistical analysis and hypothesis test on the data. The results show that advertising content, advertising image, positive emotions, and product attitude have significant positive effects on purchase intention. The researchers suggest that short film advertising is determined to be an effective advertising form. When making and putting short film advertising, we should pay attention to the improvement of advertising content and advertising image, to obtain a better advertising effect.

Keywords: Chinese consumers, micro movie advertisement, purchase intention positive emotions.

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Ms. YuPei Zhang



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CHAPTER 1

INTRODUCTION

1.1 Overview

With the development of the Internet, the "micro era" of the mobile Internet has arrived. An innovative online video format, short film advertisements, is highly sought after. Because its complete storyline has the advantages of an aesthetic viewing experience similar to the movie, independent choice of the audience, strong interaction, soft communication, etc., it has generated a good reputation on the new media platforms represented by Weibo and WeChat (Van Dijck, 2009). Influence is generally favored by brand advertisers in various industries, and has become one of the important means of brand content communication and product promotion. The emergence and rise of short film advertisements have had an impact on the traditional rigid communication mode dominated by TV and outdoor advertisements to a certain extent (Schreier, 2004). After the auto brand Cadillac short film advertisement "Triggered" in 2010, many companies discovered the advantages of high commercial value and widespread and began to make short film advertisements for their brand building. However, among the tens of millions of investments in the creation and dissemination of short film advertisements every year, most of the film advertisements failed to achieve the expected results, and the advertising audience did not produce the purchase behavior expected by the propaganda (Hashido et al., 2003).

Short film advertising is a combination of a new artistic expression form of "short film" and a purposeful information and communication means of "advertising", and it is also one of the most sought-after forms of online advertising (Hautz et al., 2014). As a means of publicity, short film advertisements are stimulated by the outside world and have various advertising factors including advertising content, advertising image, and advertising presence. When these advertising factors convey information to the audience, it may have different degrees of influence on the audience's emotions, attitudes, cognitions, and behaviors (Schreier, 2004). Only after a series of complex effects will the advertisement make the target audience pay for its product, that is, the audience's purchase intention and behavioral output will be generated (Hashido et al., 2003). Therefore, our marketers should not only pay attention to the production cost and dissemination channels of short film advertisements but also pay attention to how the short film advertisements have an impact on the audience, to obtain better dissemination effects. Only by comprehensively considering the internal psychological cognition mechanism of the audience, which is a combination of the film (entertainment) and advertising (marketing), can marketers better predict the audience's consumption intention and behavior and make short films advertising Products or brands bring better input-output ratio. Therefore, it is very important to discuss the advertising factors of short film advertisements for corporate marketing and advertising practitioners (Haase et al., 2020).

For this reason, this study takes the popular form of marketing and promotion—short film advertisements as the research object. By distinguishing its different

advertising factors, the questionnaire survey method is used to investigate the effect of short film advertisements on the audience's positive emotions, product attitudes, and purchase intentions. Research on influencing factors.

1.2 The Statement of the Problem

Haase (2020) has been engaged in marketing and promotion work for more than ten years and has worked with the team for the creative production and marketing and promotion of short film advertisements for the communication of the company's brand and big promotion projects. There are both humorous and emotional short film advertisements specially invited by Taiwanese directors and production teams to create. In the review work after each promotion, everyone can collect data on the playback and interaction volume of the short film advertisement, but it is impossible to know the purchase intention of the advertisement for the target audience. Therefore, by reading domestic and foreign research literature on short film advertising, the author found that there are not many empirical studies in this field(Haase et al., 2020). Similar to this, some scholars have studied online video advertising and found that the video content and video image of video advertising have a significant positive impact on the audience's positive emotions and purchase intentions (Kabadayi, 2012). Scholars' research on online pop-up windows and banner advertisements shows that the characteristics of the presence of their advertisements have a significant positive impact on the audience's positive emotions and product attitudes. For Chinese consumers, the relevant research is not involved.

1.2 Research Questions and Significance of Object

1.3.1 Research questions

This study aims to identify, test, and better understand the factors that influence Chinese consumers' attitudes, positive emotions, and purchase intentions in short film advertisements. The overall purpose of this study is to study consumer purchase intentions.

RQ 1. Does the advertising content have a significant impact on the consumer's positive emotions?

RQ 2. Does the advertising content have a significant impact on the consumer's product attitude?

RQ 3. Does the advertising image have a significant impact on the consumer's positive emotions?

RQ 4. Does the advertising image have a significant impact on consumers' product attitudes?

RQ 5. Do the consumer's positive emotions have a significant impact on the purchase intention?

RQ 6. Does the consumer's product attitude have a significant impact on the purchase intention?

1.3.2 Significance of the Research

Through this research, marketers can:

- (1) understand which factors in short film advertisements affect Chinese consumers' purchase intention.
- (2) how factors in short film advertisements affect Chinese consumers' purchase intention.
- (3) on this basis Guide marketers to research results to formulate sales strategies.
- (4) to provide advertising production advice for short film advertising makers.

1.4 Purpose to the Study

The author believes that advertising content, advertising image, and advertising presence are also the advertising factors of short film advertising, so the specific goals of this research are as follows:

- (1) To study the influence factors of short film advertisements on audience purchase intention.

1.5 Benefits of Research

(1) The influence factors of short film advertisement of Audience purchase intention. Short film advertising is an emerging form of advertising that has a strong influence in the era of mobile Internet social media. But nowadays, the theoretical research on short film advertising is relatively scattered, the related concepts are relatively vague, and the depth lags far behind the empirical research. There is a lot of research space worth exploring. Therefore, this study makes an in-depth analysis of the influencing factors of short film advertising on the audience's positive emotions, product attitudes, and purchase intentions, filling some gaps for theoretical research in the field of short films, and then enriching the framework of the entire advertising theoretical system.

(2) The executive can apply research findings within the organization. Short film advertising has become one of the most important advertising forms under the background of the rapid development of the Internet and micro-communication. After an advertisement is placed in the media, from exposure to target users, click-to-view, positive emotions, and changes in product attitudes, and purchase intentions, each link has a very important impact on the final actual purchase. Therefore, the research results will be beneficial for executives to apply the research results in the organization, increase the audience's purchase intention, and improve the company's performance.

(3) Application of research results. This study, to study to understand the influence of six advertising factors in three aspects of short film advertising on the audience's positive emotions, product attitudes, and purchase intentions. Taking short film advertisements as the research object, to study to select the recent representative and high public opinion enthusiasm. For short film advertising, constructing a theoretical model, conducting research design, combining questionnaire survey and statistical analysis to verify hypotheses, draw research results, and guide companies to create short film advertisements that are more effective in enhancing audiences' willingness to buy.

1.6 Future Research

This paper selects short film advertisements as the research subject and adopts the questionnaire survey method to conduct empirical research. Future research can use more rigorous experimental methods. The research in this paper is limited to one short film advertisement, and future research can consider increasing the number of short film advertisements and the sample size of visits. In addition, this paper does not conduct in-depth research on the audience's existing product attitudes influenced by personal values and experiences. The impact of this on the effect of advertising can be taken into account in future research.



CHAPTER 2

LITERATURE REVIEWS

2.1 Definition

2.1.1 Film

The film is a continuous video picture developed by a combination of activity photography and slide projection. It is a modern art of vision and hearing. It is also a complex of modern science, technology, and art that can accommodate tragicomedy and literary drama, photography, painting, music, dance, writing, sculpture, architecture, and other arts (Iourokina & Lele, 2006). But it has its characteristics. In terms of artistic expression, a film not only has the characteristics of other arts, but also has the means of expression that surpasses all other arts because it can use montage's artistic film assembly skills, and the film can be copied and shown in large quantities. With the development of modern society, people's love for film art is constantly improving, and film art has already penetrated all corners of human life (Wingstedt et al., 2010).

2.1.2 Short film advertisement

Short films refer to short screenings and short production cycles with a complete storyline and a complete storyline supported by a complete planning and system production system that is specially used for playback on various new media platforms, suitable for viewing in mobile and short-term leisure states, and supported by a complete planning and system production system. And small-scale investment video short films, the content is a fusion of humor, fashion trends, charity education, commercial customization, and other themes. It can be a separate story or a series of dramas (Iourokina & Lele, 2006). It has all the elements of a movie: time, place, characters, theme, and storyline. Short film advertisements are also advertisements in nature, so they must be initiated by advertisers to promote a specific product or brand. Integrating these two definitions, short film advertisements are initiated by advertisers on a paid basis and tailor-made for a certain product or brand (Wingstedt et al., 2010). The narrative performance method of montage has a complete storyline and relies on new media. As the main broadcast channel, the duration is mainly in the range of 1 minute to 30 minutes, to promote a specific brand, product, or service (Muharria et al., 2016).

2.1.3 Consumer behavior

Consumer behavior refers to the activities that people perform when they obtain what they need, including purchase, comparison, purchase, and use of products and services. Yang and Paladin (2015) defined consumer behavior as people's decision-making process and physical activity when they are engaged in evaluating,

acquiring, using, and disposing of products or services. Barber et al. (2009b) believe that consumer behavior is the behavior shown by consumers when they look for, buy, use, evaluate, and process products, services, and ideas that they want to meet their needs. Rojas-méndez et al. (2015) define consumer behavior as the various actions taken to acquire, use, and dispose of consumer goods and the decision-making process that limits and determines these actions. The definition of consumer behavior by various scholars is similar in some parts, and there are also some disputes. These disputes may be related to the different research paradigms adopted by the researchers and the different perspectives of judgment (Goodman, 2009). Consumer behavior, according to the American Marketing Association, is the dynamic interaction process of perception, cognition, behavior, and environmental elements that allows individuals to modify their trade functions in life. There are at least three meanings to this term. The first is that consumer behavior is dynamic; the second is that it includes the interplay of perception, cognition, behavior, and environmental elements; and the third is that transactions are involved (Authors, 1996).

Early consumer behavior research was founded on economic theories that claimed that customers are rational decision makers who should pursue the maximizing of benefits as the primary goal when purchasing items or services. Consumers' cognition, emotions, family, reference groups, advertisements, and roles in the purchasing decision process all influence impulsive purchases, according to a subsequent study (Silva et al., 2014). Consumer behavior has been described by numerous researchers using appropriate theories from various schools. And the product's pricing, to get the most advantage and happiness out of it. Individuals can also make logical judgments about their tastes and preferences to make sensible purchases. Economists employ utility to measure customer behavior and place a greater emphasis on monetary aspects. Marginal utility theory and information asymmetry theory are two economic theories that support this viewpoint. The marginal utility theory is a key concept in classical economics (Ellena S. King et al., 2014). Consumers are assumed to be rational in this hypothesis. They think that consumers always obtain the most output from the least input, and that they should buy as much as possible with a given budget. Commodities, with the goal of maximizing overall usefulness. However, it is difficult for the marginal utility theory to give a good explanation for people's impulsive and regular purchases.

The information asymmetry hypothesis is a key concept in new institutional economics. The market's incompleteness is a crucial assumption. It is most visible in the market's imbalance and incompleteness of information (Yang & Paladino, 2015). The information between the parties to the transaction is thought to be asymmetric, and both parties are aware of their respective positions in terms of information ownership. Consumers are at an "information disadvantage" due to the asymmetry of market knowledge. As a result, consumers are facing a lot of uncertainty. They are aware of the dangers of making a purchase, so they gather as much product information as possible, buy brand-name items, and buy as much as they can. Things you're familiar with, or sites where you can buy products you trust, etc (Barber et al., 2009).

2.1.4 Positive emotions

Emotions originated from the research in the field of psychology, which refers to a physical and mental state produced by an individual after a certain stimulus (Conte et al., 2020). Izard divides human emotions into three types: positive emotions, including happiness, excitement, relaxation, and comfort, negative emotions including sadness, anger, disgust, contempt, fear, shyness, guilt, and neutral emotions including surprise (Fredrickson et al., 2008). In the early studies, emotions and emotions were not distinguished. In the two-factor emotional model, Weston and Tellegen also divide human emotions into positive emotions and negative emotions. Some studies have pointed out that, unlike cognition or will, emotion includes psychological and physical changes, and is a kind of feeling or emotion that is in constant change. The consumer utility equation including emotion was first proposed by scholar Bentham (1986). He believes that utility is mainly composed of positive emotions and negative emotions, and the determinants and nature of emotions can be analyzed through the utility equation. The relationship model between emotional experience and consumer behavior was proposed by Mehrabian and Russell (1974). They found that individual emotional responses can be used as an intermediary variable between stimulus and consumer behavior. The combination of the overall environment and individual emotions produces an emotional response, which in turn generates consumer behavior. Based on this, a new theoretical model composed of new environmental stimuli-emotions-behavior was established, and it was discovered that physical environment or social stimuli directly affect people's emotions and behavior (Allcoat et al., 2021).

2.1.5 Product attitude

Attitude is derived from the research concept of psychology. After introducing attitude into the field of communication research, scholars have done more detailed research and definition of attitude, making the definition of attitude richer and more multifaceted (H. Y. Kim & Chung, 2011). In 1980, marketing scholars Fishbein and Ajzen defined attitude as the psychological direction generated by the continuous experience of like or dislike for a particular brand, product or thing. Heesacker et al. (1983) were the first to offer an attitude definition, who believed that attitude is a preconceived opinion, a preconceived notion and tendency that guides judgment and thinking in a certain direction, that is, psychological preparation. Haase et al. (2020) were influenced by behaviorism and felt that attitude is a mental and neurological condition that is organized by experience and influences a person's response to a circumstance. In his definition, the importance of experience in the creation of attitudes is emphasized. Weng et al. (2018) consider attitude to be the long-term structuring of particular phenomena' motivational, emotional, and perceptual processes in the world in which they reside. His concept stresses the moment's subjective experience and regards humans as persons who can think and actively make things, echoing the cognitive school's theoretical assumptions. Consumers' psychological intentions and psychological tendencies towards a particular product constitute their product attitudes, which may be positive or negative. In the field of marketing research, in China, a large number of scholars' studies on attitudes are focused on the influence of negative online reviews, online reputation, traditional

advertising or services, and Internet media advertising content on product attitudes, as well as product attitudes on purchase intention or behavior Impact (Thomas & Pathak, 2016).

2.1.6 Purchase intention

Purchase intention refers to the subjective probability of certain behavior of a person, and this concept originated from psychology at the earliest. Behavioral intent can be defined as the expected results that guide planned actions(He et al., 2018). These behavioral intentions represent the reasons that will motivate and influence users to take certain behaviors(Al-Debei et al., 2013).After the emergence of consumer behavior, management disciplines have also introduced the concept of consumer purchase intention. Consumers will make purchases after consciously planning. Purchase intention represents a kind of psychological motivation. Scholars after the first definition of consumer purchase intention by Eagle & Chaiken (1998) have made a more extensive study on this basis. Research extensions. For example, Dodd (1991) believes that the degree to which consumers are subjectively eager to obtain a certain product is the consumer's purchase intention, and believes that value and brand perception will also have a certain impact on consumers' purchase intention. Mehrabian & Russell (1974) two environmental psychologists proposed the M-R model in order to explain the influence of the environment on individual behavior. Donovan et al. (1982) found that the predictive effect of pleasure emotion on consumer purchasing behavior is significant. This is their finding that they introduced the M-R model into the traditional shopping environment. However, Feng Jianying et al. (2006) believe that the M-R model ignores the existence of purchase intention. Purchase intention can predict consumer behavior, but it cannot be equated to purchase behavior. Therefore, scholars believe that purchase intention should be an intermediary variable, that is, consumer sentiment affects purchase behavior by influencing purchase intention (Pop et al., 2020).

2.1.7 Advertising content

Advertisement content means the substantive things contained in the advertisement. The performance, basic meaning, meaning, or aesthetic value of a work of art (Ertimur & Gilly, 2012). The content of the advertisement is about the sensory, subjective, psychological and emotional meanings felt in the advertisement, as opposed to our pure perception of portrayal. Advertising content contains three factors, namely information relevance, information detail and emotional experience. Information relevance refers to the degree of correlation between the internal structure and external performance of video advertisements and the perceived usefulness of consumer information. Information detail refers to the level of detail in the description of the advertiser's brand or product functional benefits in the internal structure and external performance of the video advertisement (Mirabi et al., 2015).

2.2 Previous Studies on the Influencing Factors of Consumers' Buying Behavior

In marketing activities, companies investigate clearly how consumers respond to different products, prices, advertising, etc., and then develop marketing strategies that have greater advantages than competitors (Lüthje, 2004). As a result, academicians and corporate decision-makers must conduct in-depth research on the elements that influence customer purchasing behavior and the relationship between these factors and consumer response. Marshall and Forrest (2011) synthesized the findings of previous consumer research and examined the consumer decision-making process and the elements that influence consumer behavior in depth. Alavi et al. (2016) went on to explore the consumer decision-making process and how external stimuli influence customer perception. There are mainly two-factor theories, three-factor theories, and four-level theories when it comes to theories of various factors influencing consumer behavior. The two-factor theory splits influencing variables into two groups: within consumers and outside consumers, which are referred to as external factors/internal factors or personal factors/environmental factors in the two-factor theory. Internal elements such as cognition, learning, motivation, attitude, lifestyle, and personality traits impact consumers' self-positioning, as do external environmental factors such as culture, subculture, reference group, social status, population environment, and marketing activities. In addition, customers' purchase decisions are influenced by their lifestyle (Wolf et al., 2005). To evaluate the consumer behavior process more thoroughly, the three-factor approach separates "marketing" from "external variables." Personal factors, marketing factors, and external environmental factors are the key elements that influence customer behavior, according to the three-factor theory, which is commonly employed in academics today. Personal considerations are the first. Consumer personal elements include physiological (gender, age, health condition, and physiological traits, among other things) and psychological (awareness, perception, feeling, emotion, and volition, among other things) aspects (Johnson & Bastian, 2007). The most widely employed fundamental elements in marketing to research consumer behavior are behavioral variables (that is, the actions that customers have or are taking effect on their later behaviors, etc.) (Lockshin et al., 2009). The second component is marketing. Marketing factors relate to the particular content that a company's marketing operations may have on customers, such as marketing communications (advertisement, promotion, public relations, and consumer education), as well as marketing aspects (brand, quality, service, context). Culture and subculture (values, traditions, religion, ethnicity), social consumption infrastructure (policies, consumption infrastructure, technology), family (structure, life cycle, decision-making mode), reference group, and other external environmental factors have an impact on consumer behavior and are located further away from consumers (Zolfagharian & Cortes, 2011).

The four-level theory is the four levels proposed by Lunardo (2009) that affect consumer behavior: cultural, social, personal, and psychological. There are three types of cultural factors: culture, subculture, and social class. Reference groups, families, and other social variables are examples of social factors. Personal characteristics include things like a person's personality, age, employment, lifestyle, economic situation, and so on. Learning, motivation, perception, belief, and attitude are all

psychological aspects. When it comes to explaining actual consumer behavior, whether it's the two-factor theory, three-factor theory, or four-factor theory, the trick is to figure out which elements are the most important in a given circumstance (Tarmuji & Ahmad, 2019). To identify the primary influencing variables and their level of effect, it is required to undertake detailed and in-depth research on customer behavior traits and the influencing factors of purchase choices (Lorenzo et al., 2013).

2.3 The History of the Film

Since the end of the 19th century, film inventors in France, the United States, and other regions have invented technologies and machines that can imitate the photoacoustic recording and restoration of human eyes and ears. This film technology has been developed by entrepreneurs since its birth (Iourokina & Lele, 2006). Become a film business, developed into ideology by politicians, developed into film art by artists, and developed into film theory by researchers. The history of a film is also the history of filmmakers exploring the laws of film. By the early 20th century, film companies concentrated their funds to build production bases, purchase expensive production equipment, raise funds for feature film production, and rely on a large number of audiences to collectively buy tickets to watch movies for profit (Wingstedt et al., 2010). This formed the prototype of commercial film production and sales model. In the early days, film creation, film management, and film exploration were a trinity. At this time, filmmakers were also explorers of film language and film managers, and they were the prototypes of filmmakers with complete functions (Muharria et al., 2016).

Wall Street intervened in the film industry in pursuit of the huge benefits contained in the monopoly of the film industry. Mergers, acquisitions and monopolies between the film industries quickly set off a wave of mergers. By the early 1920s, there were only eight major studios left in Hollywood, namely MGM, Paramount, Warner Bros., Twentieth Century Fox, Raiden China, Universal, United States, and Columbia. The eight major companies not only monopolized the domestic market for American films, but also quickly replaced the dominant position of the French film industry in the European market at that time. A producer-centered system has been formed, and a large number of filming opportunities have created a large number of professional directors who are proficient in business, supporting Hollywood's mass production and the golden age of industrial development brought about by technological upgrades (Iourokina & Lele, 2006).

"World War II" changed the pattern of the world and also profoundly affected the film. The trauma of "World War II" and the political disillusionment after the war caused a whole generation of young people to express their disappointment and anger in creative ways. It was filmed by Rossellini in 1945. "Rome, the Unfortified City" was the beginning, and a film movement with social progress and artistic innovations emerged in Italy. This film movement was later called Italian Neorealism. In 1956, Gregorian Chukhley, based on Paul Laprinev's novel of the same name, filmed the film "Forty-first", which opened the prelude to Soviet poetry films, and the Soviet Union began to usher in a spring of film creation after Stalin. In France, Bazin began to gather some young people who conducted in-depth research on film narrative and

film ontology through the "Cinema Manual". New Wave It is a revolution in production technology and production methods. Judging from the practice of New Wave movies, new people generally oppose Hollywood's producer-centric system and advocate the theory of film authors(Wingstedt et al., 2010). For example, Godard believes that "making a film is writing", and this at the same time, some new wave films have achieved independent production, which has had an important impact on the development and improvement of the production system in the United States and other countries.

It can be said that in the course of a century of film, creation inspires theory and theory promotes the creation, which has become a process of interactive development. The development of film theory is closely related to various important film creation movements. The exploration of the Soviet school, French and German avant-garde practices, and Italian neo-realism inspired the establishment of montage theory, avant-garde theory, and true aesthetics respectively. The French New Wave Movement and the French Cinematography School complement each other and enjoy a world-renowned reputation. Eisenstein's montage theory and Bazin's long-shot theory deepened people's understanding of film; the film author theory emphasized the core role of directors and strengthened the guidance of film practice. And Hollywood's studio system, genre film model, and later new Hollywood independent production are models of film industrialization. The theory of the complete director fully considers the complete functions of the director and the relationship with investors based on the theory of film authors and the producer-centered system and establishes the director model and the application principle of the director capital system from the new Hollywood, the new wave to the new generation(Muharria et al., 2016).

2.4 Introduction to Short Film Advertisements

Short film advertising is one of the representative forms of online video advertising with the Internet as the carrier. Therefore, the author will select the advertising factors of online video advertising as one of the reference factors for short film advertising(Haase et al., 2020). Wan Jun, Qin Yu, and other scholars believe that online video advertising has three influencing factors, namely video image, video content, and situational factors. The video image includes playback quality and appearance appeal. Playback quality refers to the smoothness of online playback of video advertisements and the clarity of picture quality. Appearance appeal refers to how attractive a video ad's appearance is to your audience. Video content contains three factors, namely information relevance, information detail, and emotional experience. Information relevance refers to the degree of correlation between the internal structure and external performance of video advertisements and the perceived usefulness of consumer information(Ardhianto & Manuel Son, 2019). Information detail refers to how detailed a video advertisement describes the advertiser's brand or product functional benefits in terms of the internal structure and external performance of the information. Contextual factors include video popularity and brand awareness, where video popularity refers to the number of views, comments, and forwarding of video advertisements during the broadcast period. The higher the number of views,

comments, and retweets, the higher the popularity of the video. Brand cognition refers to the overall evaluation of consumers' own perception and service level of a certain product, that is, consumers' perception and evaluation of the advertised product after watching the advertisement. Regarding situational factors, through communication with scholar Wan Jun, the author learned that his research method on online video advertising is to ask the respondents to recall online video advertisements they have seen recently, and then fill in the survey questionnaire. On the one hand, online video advertisements include not only video patch advertisements placed on platforms such as Tencent and iQiyi, but also short film advertisements placed on new media platforms such as Weibo and WeChat. However, this study only focuses on short film advertisements. Most short film advertisements have a length of more than three minutes, which is much longer than online video advertisements mainly in the form of 15 seconds. It is a strategy that will choose differentiated crowd delivery (Kabadayi, 2012). On the other hand, the viewing form of short film advertisements is also different from general online video advertisements. Online video advertisements mainly in the form of 15-second patches are in the form of hard broadcasts. If the audience does not have members who have purchased video websites, they cannot choose to close or skip online video patch advertisements if they want to watch TV shows or variety shows. The short film advertisements are generally not in the form of automatic and mandatory playback, but require the audience to actively click to play. Therefore, even if the audience accidentally sees the same short film advertisement again, they generally do not choose to click to open it and watch it again. To sum up, the author believes that short film advertising, as one of the forms of online video advertising, can refer to the advertising content and advertising image mentioned in the above research in terms of advertising factors. One of the advertising factors of short film advertising (Xiao et al., 2019).

2.5 Stimulus-Organism-Response (SOR) model

Mehrabian and Russell (1974) constructed the SOR model from the input-output perspective. It is believed that the stimulus variable (S) in the SOR model can be used as an external influence to affect the consumer's perception, cognition, and other individual states, that is, the mechanism variable (O). Intrinsic or extrinsic responses make an impact. A complete SOR model should include stimulus variables, mechanism variables, and response variables. Each mechanism variable can not only directly affect the response variable, but also convey the effect of external stimulus variables on individual response variables (Kim & Lennon, 2013). In consumer purchasing decisions, stimulus variables, mechanism variables, and response variables can be classified as follows:

Stimulus variables (S) are derived from product characteristics, including appearance, brand, price, quality, marketing, etc., and can directly or indirectly affect consumers' states and individual responses. Mechanism variables (O) are individual state variables of consumers, such as perceived value, perceived risk, and perceived quality, which are between stimulus variables and individual response variables, including consumer sentiment and cognitive factors. The response variable (R) is the behavioral result of consumers affected by stimulus variables and mechanism

variables, resulting in internal or external responses. It is generally believed that the internal response is the attitude and willingness of consumers, and the external response is that consumers approach and avoid (Eroglu et al., 2003). In 1982, Donovan & Rossiter applied the SOR model to shopping scenarios for the first time, taking the retail environment as a stimulus variable, customer perception as a mechanism variable, and customer behavior as a response variable. Impact. Sherman (1997) used the SOR model for consumer behavior research and believed that external stimuli affect consumer behavior by affecting consumer perception. Eroglu et al. (2001) studied the influencing factors of consumer response in e-commerce environment based on SOR theory.

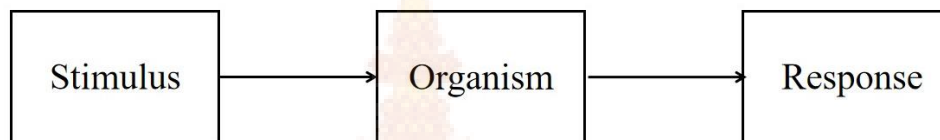


Figure 2.1 Stimulus-Organism-Response Model (by Donovan & Rossiter)

The current research on consumer purchasing behavior using the SOR model mainly uses environment, brand, product characteristics, service, price, experience, after-sales policy, etc. as external stimulus variables, and considers consumer sentiment, consumer perception, consumer attitude, consumption Consumer trust is used as a mechanism variable, and consumer purchase intention, purchase behavior, purchase intention, and customer loyalty are used as response variables to measure the correlation between external stimulus variables, mechanism variables, and response variables (Changa et al., 2011).

2.6 Hypothesis Development

2.6.1 Advertising content

Krishnamurthy found in his series of studies that when the ontology information in the audience's mind is related to the new information brought by environmental stimuli, it will be related to a certain extent. The more value can be reflected. Regarding information relevance, it is also believed that mobile Internet users will show greater interest in information related to their cognition, emotion, and experience when they use the fragmented time to browse social new media. Through the literature analysis and arrangement of information relevance, combined with the characteristics of micro-movie advertisements, the author believes that the information relevance of this study refers to the degree of relevance of micro-movie advertisement consumers to the perceived usefulness of the information. This relationship is reflected in both the internal structure of the information and its

external representation (Ertimur & Gilly, 2012). When the audience finds that the products introduced in the micro-movie advertisement are more relevant to their cognition and needs, they will evoke a more obvious positive emotional response to the advertisement, including showing strong interest, happiness, good mood, excitement, etc. When the plot and content of the advertisement are mainly developed around the product function or user value, the audience's attitude towards the product may change. Scholars such as Wan Jun and Qin Yu believe that micro-movie advertisements with high information relevancy can promote product functions that meet or exceed consumers' psychological expectations. Satisfactory evaluation status of a product or service. The information relevancy of micro-movie advertisements reflects the aspect of its advertising characteristics, that is, corporate advertisers use micro-movie advertisements as the carrier, and through the social new media of the mobile Internet, to convey their brand, products, or services to target audiences utilizing payment. Consumer interests are expected to influence consumers to form a positive product attitude, and then influence consumers to make purchasing decisions that are beneficial to corporate advertisers. Therefore the following hypothesis is made:

H1: Advertising content has a significant positive impact on positive emotions.

H2: Advertising content has a significant positive impact on product attitude.

2.6.2 Advertising Image

iResearch's research report pointed out that Internet video advertisements with relatively high definition are easier for audiences to accept and remember than Internet video advertisements with less-than-ideal definition. It is more common before because before this, the audience can only watch high-definition videos in a WIFI environment, and to save traffic in a non-WIFI environment, they will consciously choose a low-definition version of video movies. With the development of the Internet and the accelerated pace of social life, people have become more and more accustomed to using mobile phones for news, entertainment, and shopping (Fredrickson et al., 2008). Therefore, brand advertisers have also chosen the main dissemination positions of micro-movies on social media platforms such as Weibo and WeChat. Wan Jun and Qin Yu (2014) pointed out in their research that the playback quality is mainly reflected in the smoothness of online video advertisements, the texture, and clarity of the picture, etc. For the same online video advertisement in the mobile Internet environment, the audience will have a better impression of the video with good playback quality and high definition, which is more conducive to making the audience generate positive emotions (Conte et al., 2020). In the mobile Internet environment, micro-movie advertisements need to stimulate the visual nerves of online users and arouse their interest in watching, so the popularity of actors' costumes in each scene of the film, the harmonious and beautiful color matching, and the appropriate product presentation form, to a certain extent It will affect consumers' evaluation of the advertised brands and products, thereby affecting the formation of

consumers' attitudes towards the products in the advertisement. For shoddy advertisements, the audience's awareness of the brand and products will be relatively poor. For example, BMW's micro-film advertisement, its high-quality pictures, and its production, people will associate with the quality of BMW cars. The high appearance attractiveness is mainly reflected in the choice of mature and well-known directors, professional actors, professional shooting equipment, sophisticated post-production, and high-quality media platforms. And these can only be exchanged through the investment of advertisers in the high production and promotion costs of micro-film advertisements. The audience can feel the confidence of brand owners in the importance and functional value of their products through the high attractiveness of the micro-film advertisement, and they have confidence in the functional value of the product. Therefore, the following hypothesis is put forward:

H3: Advertising image has a significant positive impact on positive emotions.

H4: Advertising image has a significant positive impact on product attitude.

2.6.3 Positive Emotions

Mehrabian and Russell (1974) divided emotional responses into three dimensions: Pleasure (Pleasure) > Activation (Arousal) and Dominance (Dominance). More researchers such as Barrett and Russell (1999), and Diener and Larsen (1992) divide emotions into two categories: positive emotions and negative emotions. It explores the relationship between consumers' purchase intention and positive and negative emotions. From the existing research results, in the research field of micro-movie advertising, positive emotions have a significant impact on the influence of purchase intention, and consumption behavior needs to be further explored. The autobiographical advertisements of influential people can make the audience generate more memories about their own experiences and generate more positive emotions (Chen & Lin, 2018). Chowdhury et al. (2014) found in their research. When an advertisement is associated with an individual's real or imagined experience, the audience's attention to the product or brand-related information is higher. Microfilm advertising as a business creation It is a form of marketing communication, which can be considered an artificial environmental stimulus (Pop et al., 2020). In the SOR stimulus-response theory, researchers talk about the impact of positive emotions on consumer behavior, and the behavioral tendency of consumers is also representative of their purchase intention can be used as a behavioral component of the SOR model. Therefore, this paper proposes the following hypothesis:

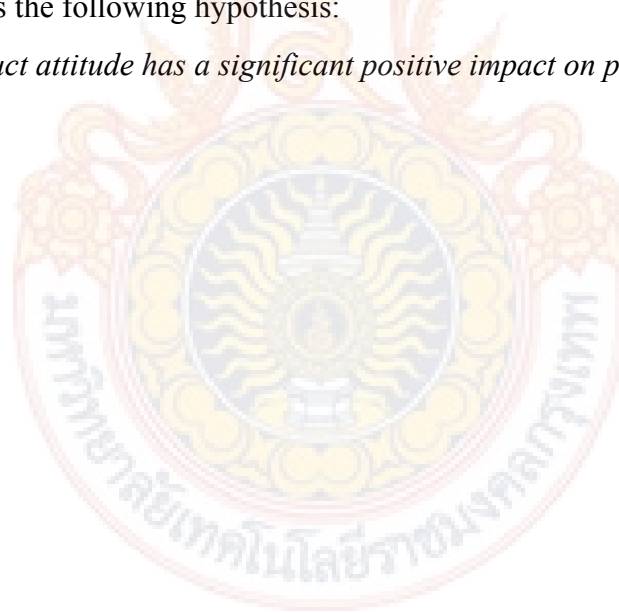
H5: Positive emotions have a significant positive impact on purchase intention.

2.6.4 Product Attitude

Product attitude refers to consumers' subjective views and evaluations of the products in the advertisements after watching the micro-movie advertisements.

Consumers' product attitudes have an important impact on their behavioral willingness, which is an important point of rational behavior theory. Based on the research of Yu Dan, Dong Dahai, and other scholars, we found that the needs of the audience will be stimulated after the basic functions are satisfied (Haase et al., 2020). Therefore, the audience will conduct in-depth cognitive processing and collection of information such as product functions and values, thus forming their unique product attitude and thus leading to the generation of purchase intention. Using the collection of product information in advertisements to form usage attitudes and lead to purchase behaviors is the way most ordinary consumers often choose. New media is the main dissemination channel of micro-movie advertisements. Consumers can obtain product-related information from micro-movie advertisements, and thus have an impact on consumers' attitudes and behaviors. Liu Yue, Xia Qihui (2017), and other scholars pointed out in the research on the influencing factors and paths of consumer purchasing behavior in the new media environment that the theory of planned behavior (TPB) is the most famous, which studies the relationship between attitude and behavior, and believes that behavior intention is the influence of behavior (Alavi et al., 2016). The theory of the most direct factor and behavioral intention is influenced by attitude, subjective norms, and perceived behavioral control. Consumer purchase intention reflects an attitude tendency. Therefore, consumer product attitude will be used as a mediating variable for the influence of micro-movie advertisements on audience purchase intention (Zhao et al., 2020). Based on the above analysis, this paper proposes the following hypothesis:

H6: Product attitude has a significant positive impact on purchase intention.



CHAPTER 3 RESEARCH METHODOLOGY

3.1 Conceptual Framework

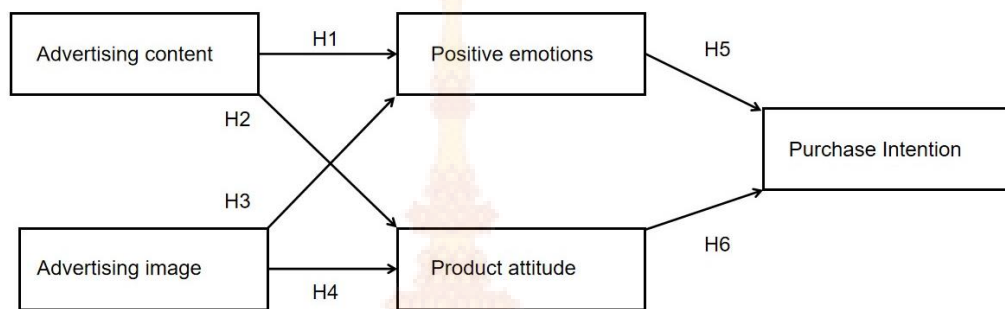


Figure 3.1 The Conceptual Framework of this research (by author).

3.2 Research Method

Based on the existing research results, this study is guided by the Stimulus-Organism-Response (SOR) model, and adopts a combination of normative analysis and empirical analysis (Changa et al., 2011). Conduct a comprehensive analysis of short film advertisements through questionnaires, frequency analysis, and comparative mean analysis. To investigate the influence of advertising content, advertising image, advertising presence, positive emotions, and product attitudes on purchase intention of short film advertisements. Through descriptive analysis and regression analysis, the influence of short film advertisements on Chinese consumers' purchase intention is analyzed. Conduct empirical analysis on key factors and their degree of influence, and find out the factors that restrict the effect of short film advertisements on consumers' purchase intentions. Furthermore, consumers' purchasing decisions are influenced by many factors, each of which affects consumers (Lockshin et al., 2009). The degree of influence of purchasing decisions depends on consumers' subjective feelings about various factors. In consumer behavior research, the subjective judgments of individual consumers are often measured by attitude scales. This study uses the Likert five-point scale method to measure the influence of short film advertisements on consumers' purchase intention, to transform the difficult-to-describe qualitative questions into descriptive quantitative data. Quantitative statistical analysis of relevant issues to reveal the relationship between factors and behavior (Afaq et al., 2020). Data were collected on consumers in Chengdu, China using a self-administered questionnaire. The five-point Likert questionnaire was designed to collect quantitative data on viewers' video sources. The

survey was conducted in May 2021. For statistical analysis of the collected data, we used SPSS and AMOS. The reliability and demographic information of the measurement items were tested using SPSS analysis software. At the same time, confirmatory factor analysis (CFA) and structural equation framework (SEM) analysis were performed on the research framework using AMOS analysis software.

3.3 Research Design

Based on the existing research results and guided by the stimulus organization response (SOR) model, this study adopts a combination of normative analysis and empirical analysis. Through a questionnaire survey, frequency analysis, and comparative mean analysis. To this end, a survey was conducted to collect data. Participants are required to fill out a questionnaire. The survey showed that the respondents' answers were completely anonymous, but other demographic information in the questionnaire included age and gender. The privacy of respondents is protected. All respondents were voluntary and agreed to use the data set to answer. There are many types of research, which are suitable for exploratory research, descriptive research, and contingency research. However, in this study, the appropriate type of research is based on descriptive research, that is, describing the answers to explain the research questions. The significance of descriptive research is to pay attention to the characteristics of individuals and the characteristics of the whole sample, which can support providing useful information for solving problems. Well, this type of research is best suited to collecting data and describing the relationship between measurement variables. In addition, this study also adopts the survey technology, that is, the original data of 500 young people are collected by issuing questionnaires.

3.4 Population and Sample Selection

3.4.1 Population

The data used in this study was obtained through face-to-face surveys of 400 consumers conducted by 12 wine shops. The surveyed consumers were all over 18 years old and provided gifts to express their gratitude to all consumers participating in the survey.

3.4.2 Sample Size

The researcher will determine the sample size by applying an equation proposed by Yamane (1967) at the confidence level of 95% and precision levels = 0.05.

Anticipated effect size:	<input type="text" value="0.2"/>	?
Desired statistical power level:	<input type="text" value="0.8"/>	?
Number of latent variables:	<input type="text" value="5"/>	?
Number of observed variables:	<input type="text" value="27"/>	?
Probability level:	<input type="text" value="0.05"/>	?
Calculate!		
Minimum sample size to detect effect: 376		
Minimum sample size for model structure: 129		
Recommended minimum sample size: 376		

Figure 3.2 The sample size of this research

Source: <https://www.danielsoper.com/statcalc/calculator.aspx?id=89>

Based on the calculation results of the sample size, the recommended minimum sample size is 376. Taking into account the feedback rate of the survey and other issues, the sample size is selected to be 400 for research data collection.

3.5 Design of Questionnaire and Scale

This study uses a questionnaire, which creates a review of the relevant literature to collect data. The questionnaire can be divided into two parts:

Part 1: The background consists of Gender, Age, Status education, and income.

1. Gender

Male

Female

2. Your age

18-25

26-35

- 36-45
- 46-60
- Over 60 years old

3. Your highest education

- Junior high school and below
- High school / technical secondary school
- University/College

- Postgraduate

4. Income (monthly)

- Less than 3000 RMB
- 3001-6000 RMB
- 6001-9000 RMB
- More than 9001 RMB

Part 2: 14 closed-ended answer questions about 5 factors that influence purchase intention, including:

Table 3.1 Number of questionnaires for 5 factors that affect purchase intention

Advertising content	6 Questions
Advertising image	9 Questions
Positive emotions	4 Questions
Product attitude	5 Questions
Purchase Intention	3 Questions
Total	27 Questions

Source: Constructed by author

The second part of the questionnaire includes 5 factors and a total of 27 questions, of which 6 questions are used to measure advertising content, 9 questions are used to measure the advertising image, 4 questions are used to measure positive emotions, and 5 questions are used to measure the product attitude. 3 questions are used to measure the purchase intention.

Table 3.2 Five-point Likert Scale

Strongly Agree	5 points
Agree	4 points
Neutral	3 points
Disagree	2 points
Strongly Disagree	1 points

Source: Vagias, Wade M. (2006). “Likert-type scale response anchors. Clemson International Institute for Tourism & Research Development, Department of Parks, Recreation, and Tourism Management. Clemson University.

The questions are the further meaning of each question mentioned in the questionnaire. The questions and items contained in our face-to-face questionnaire are set and improved according to the scale established in the literature.

To measure the influencing factors of the short film on Chinese consumers' attitudes and purchase behavior, six items were adapted from the scale of Hyeshink' s (2008) to investigate the impact of advertising content. Nine items were adapted from Conway's (1991) scale to investigate the impact of advertising image, four items from Shen & Khalifa's scale to investigate positive emotion, five items from Qiu et al. (2008) scale to investigate product attitude, and four items of Okada' s (2005) scale to investigate purchase intention. Popular literature shows that whether a source is classified as credible is measured by two main dimensions: reliability and professionalism. According to Ohanian (1990), these dimensions were measured on the five points semantic scale using five items.

3.6 Collection of Data

To measure the influencing factors of short films on Chinese consumers' attitudes and consumption behaviors, this study conducted an online survey of Chinese consumers. The survey distributed questionnaires to 400 participants to collect relevant data. For statistical analysis of the collected data, we used SPSS 24.0 for Windows and AMOS 24.0. The reliability and demographic information of the measurement items were tested using SPSS analysis software. At the same time, confirmatory factor analysis (CFA) was performed on the research framework using AMOS analysis software to test hypotheses and analyze the structural equation framework (SEM).

3.7 Research Methodology

3.7.1 Descriptive statistics analysis

The data are presented in the form of tables, charts, and graphs, describing the profile of respondents and the distribution of relevant factors. The calculation of mean, frequency, and percentage distribution is the most common form of aggregated data.

3.7.2 Reliability test

Cronbach α was used in this study to test the reliability of each variable. If the tool has a minimum alpha score of 0.6 and overall reliability of 0.7 or higher, the tool has good reliability (Bagozzi & Yi, 1988). The higher the accuracy coefficient, the higher the reliability of measurement. Scholars are summarized as follows: 0.60 ~ 0.65 (preferably not); 0.65 ~ 0.70 (minimum acceptable value); 0.70 ~ 0.80 (good); Therefore, a good beacon scale or questionnaire should be within the acceptable range of 0.80 to 0.70 to 0.80. Subscales greater than 0.70 are preferred, and the range between 0.60 and 0.70 is acceptable. Therefore, it is necessary to conduct a pre-test to check whether the research tool can be used in this study.

Table 3.3 Criteria of Reliability

Cronbach's Alpha Coefficient	Desirability level	Reliability Level
0.80-1.00	Excellent	Very High
0.70-0.79	Good	High
0.50-0.69	Fair	Medium
0.30-0.49	Poor	Low
Less than 0.30	Unacceptable	Very Low

Source: Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), 74–94. <https://doi.org/10.1007/BF02723327>

3.7.3 Correlation test

The degree to which the measuring tool can correctly assess the properties or attributes of the study object is referred to as validity. The validity of an inquiry is determined by how consistent the measuring findings and content are. The questionnaire items utilized in this study were derived through a review of the literature and subsequent questionnaire modifications, and they have high content validity after pre-testing. The scale's structural validity was investigated using

exploratory factor analysis in this study. Factor analysis is a technique for simplifying data outputs. It reduces the number of scale categories and identifies the common qualities evaluated by the scale by combining as many of the scale's original many potential features into fewer factors or common characteristics as feasible. Traits. When the common characteristic findings of the scale after factor analysis agree with the theoretical construction, the load of each factor is usually employed to represent the validity of the scale. The principal component analysis approach is employed for factor analysis in this study, while the maximum variance rotation method is used for factor rotation. The requirement for factor extraction is a feature value larger than 1. KMO (Kaiser-Meyer-Elkin) analysis and Bartlett's sphere test are two typical methods for determining validity. The KMO value ranges from 0 to 1. When the KMO number approaches 1, it means that the more similar characteristics across variables, the better the factor analysis. In general, when the KMO value is greater than 0.9, it is ideal for factor analysis; when it is between 0.8 and 0.9, it is ideal for factor analysis; when it is between 0.7 and 0.8, it is ideal for factor analysis; and when it is between 0.6 and 0.7, it is ideal for factor analysis. It is good for factor analysis when it is between 0.5 and 0.6; when it is below 0.5, it is not suitable for factor analysis. The KMO value of the questionnaire in this study is 0.882, and Bartlett's sphericity test approximates the chi-square value of 48004.213, indicating that the questionnaire's general validity is good, according to SPSS analysis.

3.7.4 Path analysis

To analyze the relationship within the research framework, we carry out path analysis based on the structural equation model (SEM). In this study, SPSS 26.0 software was used as a data collection, collation, and analysis tool, and AMOS 23.0 software was used as a path regression tool.

3.7.5 Confirmatory factor analysis

Factor analysis can generally be divided into exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). Different from EFA, CFA must be based on a specific theoretical perspective or conceptual framework, and then confirm whether the econometric model derived from this theoretical perspective is appropriate and reasonable through mathematical procedures. Therefore, what EFA wants to achieve is to establish the construct validity of the scale or questionnaire, and CFA wants to test the rationality and authenticity of this construct validity. After exploratory factor analysis of small samples, the existence of factor models such as organizational health, organizational identity, and organizational citizenship behavior remains to be tested. Here, the structural equation model (SEM) is established to verify whether the model is suitable for the data with a large sample data area. In SEM analysis, fitting indicators are usually used to test and select models. These fitting indexes mainly include χ^2 / DF , GFI, AGFI, NFI, NNFI, CFI, IFI, and RMSEA (Kelley & Lai, 2011). The following table shows the test reference values of each fitting index.

Table 3.4 Structural equation fit metrics

Index	Ranges	Source
X ² /df	<3.00	(Hair et al., 2010)
GFI	>0.85	(Forza & Filippini, 1998)
NFI	>0.90	Arbuckle (1995)
TLI	>0.90	Vandenberg & Scarpello (1994)
CFI	>0.90	Hair et al. (2010)
RMSEA	<0.08	Browne & Cudeck (1993)

Source: Hair, J., F., B., W. C., B., B. J., A., E., R., & Tatham, R. L. (2010). *Multivariate Data Analysis (7th ed.)*. In *New Jersey: Pearson Prentice Hall, Upper Saddle River, USA*. <https://doi.org/10.1119/1.16539>; Forza, C., & Filippini, R. (1998). TQM impact on quality conformance and customer satisfaction: A causal model. *International Journal of Production Economics*, 55(1), 1–20. [https://doi.org/10.1016/S0925-5273\(98\)00007-3](https://doi.org/10.1016/S0925-5273(98)00007-3).

3.8 Suggestions of the Three Experts on the Questionnaire

The three experts believe that it is necessary to study the impact of short film advertising on consumers' purchase behavior. Reveal the influencing factors of the short film on consumers' purchase behavior. The questionnaire comes from the classic questionnaire of the top five researchers. The questionnaire questions are suitable for this study and further research. During the implementation of IOC, each project shall be evaluated and scored by experts, with scores of 1, 0, - 1. If the expert gives the project a score of 1, it means that the project can measure its objectives and has effective content. If experts rate the project as 0, its intended use can be measured. If the expert evaluates the project as - 1, the project has not measured its use. After completing the evaluation of all projects, the three experts substitute the score of each project into the formula and calculate it according to the objective suitability index of the project (Litwin, 1995). To sum up, this project describes the indicators and calculation part of the project objective consistency scoring table. There are 20 entries and 4 structures. The highest score is equal to 1, and the lowest quantile is 0.67, reserved. The results are shown in Appendix 1.

Table 3.5: IOC test expert information

Name	Academic degree	Major field	Experience
Hua Feng	Ph. D	Film Major	6 years
Yang Ming	Ph. D	Marketing major	7 years
Dong Xiang	Ph. D	Film Major	6 years

Source: Constructed by author



CHAPTER 4 DATA ANALYSIS

4.1 Reliability Test of Research Instrument

Descriptive research is a common project research method. It refers to the different factors faced by different aspects of research, data collection, and data recording, focusing on the static description of objective facts. Most marketing studies are descriptive. The research of short films on consumers' purchase intention is defined as marketing research. Therefore, descriptive research can be used for the company's marketing operation strategy. Descriptive research aims to describe the characteristics of fixed groups and estimate the relationship between product quality, consumer knowledge, purchase motivation, attitude, and purchase intention. Chinese consumers and make predictions accordingly. Quantitative research is to determine the number of things in a certain number of scientific research, that is, to represent samples with many problems and phenomena, and then analyze, test, and explain them, to obtain meaningful research methods and processes. A sample survey is not a comprehensive survey. This is a survey method used to survey certain units of all respondents and estimate and infer all responses accordingly. This study uses a face-to-face questionnaire to collect the necessary information. Communicating with the target sample group is a simple method. The researchers distributed questionnaires face to face. Cronbach's alpha test was used to test the reliability of the problem for each variable. Reliability assessment is defined as Cronbach's alpha. If the measured minimum alpha score is 0.6 and the overall reliability is 0.7 or higher, it has good reliability (Bagozzi & Yi, 1988). Therefore, a pre-test is necessary to check whether the research tool can be used in the main study. A pilot study was introduced to check whether the questionnaire was properly prepared to explore and verify the above research questions. 40 Chinese consumers participated in the preliminary test.

Table 4.1 Reliability analysis of questionnaire

Variables	Number of items	Cronbach α
Advertising content	6	0.822
Advertising image	9	0.831
Positive emotions	4	0.733
Product attitude	5	0.754
Purchase Intention	3	0.721
Total	27	0.827

Source: Constructed by author

The Cronbach's alpha score for each factor scale in this study is more than 0.6 after testing. The questionnaire's total Cronbach's alpha value is 0.827, indicating strong reliability and good internal consistency.

Table 4.2 Demographic data

Item	Variables	Frequency (f)	Percentage (%)
Gender	Male	128	32.00%
	Female	272	68.00%
Age	18-25	109	27.25%
	26-35	86	21.50%
	36-45	77	19.25%
	46-60	72	18.00%
	Over 60 years old	56	14.00%
Education	Junior high school and below	175	43.75%
	High school / technical secondary school	112	28.00%
	University/College	75	18.75%
	Postgraduate and above	38	9.50%
Income	Below 3000 RMB	60	15%
	3001-6000 RMB	173	43.3%
	6001-9000 RMB	130	32.5%
	More than 9001 RMB	37	9.2%

Notes: N=400

Source: Constructed by author

As shown in the table, approximately 68% (N = 272) of the participants were women, while men accounted for 32% (N = 128). In terms of age, N=109 respondents (27.25%) were aged 18-25, N= 86 (21.50%) were aged 26-35, N=77 (19.25%) were aged 36-45, N=72 (18.00%) were aged 46-60, and N=56 (14.00%) were over 60 years old. In terms of academic qualifications, Junior high school and below had 175 students (43.75%), High school / technical secondary school had 112 students (28.00%) and University / College had 75 students (18.75%). Postgraduate and above had the lowest number of students at 38(9.50%).

As shown in the table, about 43.3% (N = 173) of participants have a monthly income between 3001-6000 yuan, and participants with a monthly income of less than 3000 yuan accounted for 15% (N = 60). 6001-9000 yuan accounted for 32.5% (N = 130), and income above 9001 yuan accounted for 9.2% (N = 37).

4.2 Mean and Standard Deviation

Table 4.3 Averaged variances expected

Variables	Standard Deviation	Mean
Advertising content		
The product featured in the video is related to me.	1.0083	3.7500
The product in the video feels useful to me.	1.4569	3.0086
The product in the video is what I need.	1.3494	3.1611
The video introduces the product in detail.	1.3040	2.9442
The video made me understand the features of the product.	1.2325	3.0294
The video gave me a clear idea of what the product is for.	1.2023	3.7412
Advertising image		
The video looks well made.	.9743	2.9905
The copy in this video is novel and attractive to me.	1.3072	3.3061
The actors in this film are very real, I like them very much.	1.0369	2.8957
The video does not make you wait too long from the point of opening to the official play.	1.1913	3.1012
The playback of the video is very smooth and there is no lag.	1.1482	2.9547
During the playback of the video, the picture resolution is high.	.7690	3.3389
This video makes me feel very warm.	1.0801	3.4310
This video makes me feel very intimate.	1.4671	3.0652
This video takes into account my emotions.	1.0592	3.1905
Positive emotions		
This video makes me happy.	1.4671	3.3019
Watching this video makes me feel so relaxed.	1.0592	2.9497
Watching this video makes me feel good.	1.0174	3.1381
The content of this video excites me.	1.0414	2.8554
Product attitude		
The product in this video feels to me that it works.	.8616	3.3415
The products in this video are good for me.	1.3288	3.2314
The product features in this video are powerful.	1.1272	2.9723
The products in this video are what I need so much.	1.0081	3.4081

The product features in this video are very practical.	.98810	2.8310
Purchase Intention		
When there is a need to buy, I will first consider the brand product or service.	1.0115	2.9310
When the price is right, I would first consider buying a product or service from that brand.	1.4815	3.0652
I would recommend this brand's product or service to others.	1.1524	3.3125

Source: Constructed by author

From the table above, we can see that the mean score for all items is 2.831-3.7500, with the lowest mean score of 2.8310 for the question "The product features in this video are very practical." "The product featured in the video is related to me." has the highest mean score of 3.7500. Overall, the scores show that consumers have a positive attitude towards the influence of short videos on purchasing behavior. The standard deviation ranges from 0.7690 to 1.4815. This indicates that consumer opinion is generally more uniform. The question "During the playback of the video, the picture resolution is high." has the lowest standard deviation value of 0.7690, reflecting the uniformity of consumer opinion. The question "When the price is right, I would first consider buying a product or service from that brand." has the highest standard deviation value of 1.4815, reflecting the fact that consumers' opinions on this topic There is a small amount of disagreement on this topic.

Table 4.4 Correlation matrix of the constructs

Construct	1	2	3	4	5
Advertising content	1				
Advertising image	0.269***	1			
Positive emotions	0.465***	0.560**	1		
Product attitude	0.340***	0.593***	0.370***	1	

Purchase Intention	0.447***	0.365**	0.443***	0.568**	1
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Note: * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$; N=400.

Source: Constructed by author

It can be seen from the above table that purchase intention is significantly positively correlated with advertising content, advertising image, positive emotions, and product attitude; Product attitude was positively correlated with advertising content and advertising image; Positive emotions were significantly positively correlated with advertising content and advertising image.

4.3 Hypothesis Test

The main purpose of this study is to understand the impact of short film advertisements on consumers' purchase intentions. To analyze the relationships in the research framework, a path analysis was performed based on structural equation modeling (SEM). The output of this analysis is shown in the figure, and the normalized coefficients and assumed results for each path are shown in the table.

Table 4.5 Hypothesis testing

Hypothesis	Path	Estimate	C.R.	P value	Assumption
H1	Advertising content>>>>> Positive emotions	.512	6.491	***	support
H2	Advertising content>>>>> Product attitude	.255	3.726	***	support
H3	Advertising image >>>>> Attitude	.253	4.113	***	support
H4	Advertising content>>>>> Product attitude	.774	4.510	***	support
H5	Positive emotions >>>>> Purchase Intention	.551	1.309	***	support
H6	Product attitude>>>>>Purchase Intention	.348	1.851	***	support

Notes: * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$; N=400.

Source: Constructed by author

According to the data in the table, H1 $\beta=0.512$, $P < 0.01$, this hypothesis is accepted. H2 $\beta=0.255$, $P < 0.01$, this hypothesis is valid. The hypothesis that H3 $\beta=0.253$, $P < 0.01$ was accepted. H4 $\beta=0.774$, $P < 0.01$, the hypothesis is valid. H5 $\beta=0.551$ $P < 0.01$ assumption is accepted. H6 $\beta=0.348$ $P < 0.01$ assumption is accepted.

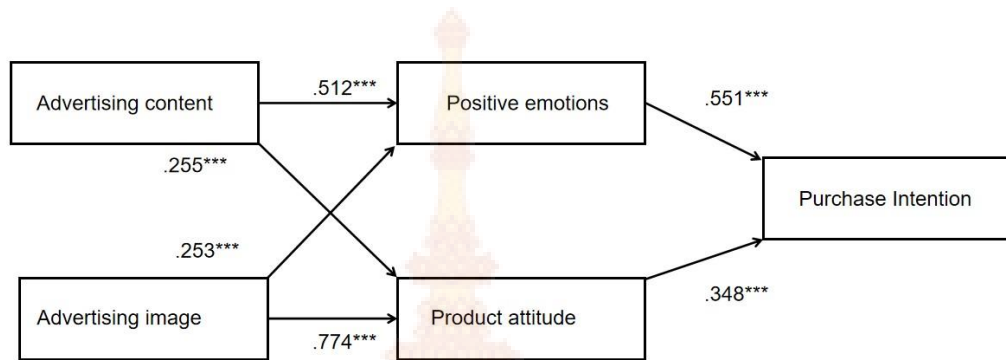


Figure 4.1 Path coefficients resulting from structural equation modeling (SEM)

Notes: * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$; $N=400$.

Source: Constructed by author

The p-value of advertising content and advertising image on positive emotions is less than 0.05, reaching the significance level of 0.05, and the coefficient is positive, indicating that advertising content and advertising image have a significant positive impact on positive emotions. The p-value of advertising content and advertising image on product attitude is less than 0.05, reaching a significant level, indicating that advertising content and advertising image have a significant impact on product attitude. The p-value of positive emotions on purchase intention is less than 0.05, reaching a significant level of 0.05, indicating that positive emotions have a significant impact on purchase intention. The p-value of product attitude to purchase intention is less than 0.05, reaching the significance level of 0.05, and the coefficient is positive, indicating that product attitude has a significant positive impact on purchase intention.

CHAPTER 5

CONCLUSION AND DISCUSSION

5.1 Conclusions

In this study, based on the research of scholars such as Hyeshink (2008), Wan Jun, and Sun Yu, the advertising content (including information relevance and information detail), advertising image (including playback quality, appearance attractiveness) were selected as the theoretical basis.) and advertising presence (including social presence and self-presence) as independent variables, audiences' positive emotions and product attitudes after watching short film advertisements as mediating variables, and purchase intention as dependent variables, the audience's purchase intention of short film advertisements is regarded as the dependent variable. An empirical study on the influencing factors of willingness. Through the analysis of the survey results of the paper, it can be seen that the information detail, playback quality, and self-presence of short film advertisements have a significant impact on the audience's positive emotions, while information relevance, appearance attractiveness, and social presence do not affect the audience's positive emotions.

RQ1: The advertising content has a significant impact on the consumer's positive emotions.

RQ2: The advertising content has a significant impact on the consumer's product attitude.

RQ3: The advertising image has a significant impact on the consumer's positive emotions

RQ4: The advertising image has a significant impact on consumers' product attitudes.

RQ5: The consumers' positive emotions have a significant impact on the purchase intention.

RQ6: The consumers' product attitude has a significant impact on the purchase intention.

To increase the audience's willingness to buy, advertisers generally choose to maximize the audience's positive emotions. Short film advertisements are a type of online advertisement. Advertisers expect to convey information to the audience through the new media of mobile Internet, mainly Weibo and WeChat, in a paid way, to achieve the purpose of enhancing their marketing. Under normal circumstances, advertisements are spread to target audiences in passive forms, such as TV advertisements and online video patch advertisements. The audience cannot choose to close or skip the advertisements and directly watch the TV or video content they are interested in. Therefore, audiences have naturally held relatively negative emotions towards merchants' advertisements. According to the analysis results of this research, the author believes that to avoid such negative emotions, short film advertisements hope to improve the story and watchability of the film, enhance the audience's sense of self-presence and make the audience feel immersive. At the same time, if a newly launched product has powerful and attractive functions, it can introduce the product

function in an interesting form, improve the information detail of the advertisement content, and enhance the audience's positive emotions, thereby affecting the purchase intention. But it seems to be just a subjective desire because the research results show that although information detail and playback quality, and self-presence can have a positive effect on positive emotions, positive emotions have no positive effect on purchase intention.

The author believes that, as mentioned above, many scholars have confirmed positive emotions in their empirical research on online video advertisements in the form of video clips, online pop-up advertisements, banner advertisements, information flow, and other forms of Internet advertising. influence on purchase intention. But short film advertising is a new form of advertising. As mentioned in the literature review, short film advertising is different from the above-mentioned types of Internet advertising in that, in addition to the characteristics of advertising, it also has the art of film. characteristics of the form. Short film advertisements express stories utilizing movies and have a complete storyline to reflect the commercial demands of some investors. Online video advertisements based on video clips are essentially the same as the 30-second, 15-second, and 5-second TV advertisements that everyone sees on TV. The whole is based on the advertiser's brand appeal and product interests. The advertiser of the short film advertisement hopes to tell a complete story through the short film advertisement. The presentation of the story must be symbolic and can guide the audience to interpret it and resonate. Only by arousing this emotional resonance can the audience be motivated. Forward short film advertisements to your Weibo, WeChat, and other social circles of friends to form word-of-mouth recommendations, to achieve wider dissemination. Therefore, the performance of brand appeals and product functions in short film advertisements is no longer the only core part of the film that attracts the most attention from advertisers.

5.2 Results and Discussion

There is a clear purpose behind the formulation of any marketing campaign. After you have figured out why you want to do this, what problems to solve, and what goals to achieve, you can decide on a suitable creative strategy for short film advertisements. A round of advertising campaigns with novel and creative content and high dissemination may help the brand's popularity to be greatly improved in the short term, and the brand image will also change accordingly. But in general, brand awareness is a long-term accumulation process of the brand, so few brands stop brand communication abruptly after a round of advertising campaigns, but will choose more abundant advertising communication channels to continuously contact target customers, Brand building, and continuous improvement of users' purchase intentions from all levels, to promote the achievement of purchase behavior and the establishment of brand loyalty. The research results show that the positive emotions of the audience of short film advertisements cannot have a positive impact on the purchase intention, but the product attitude can have a significant positive impact on the purchase intention. However, everyone is in the environment of integrated marketing communication, and short film advertising marketing is only one part of brand integrated marketing after all. The purpose of this part may be just to establish

an emotional connection with target users to improve brand favorability at the beginning, or it may be more focused on letting target users understand the brand value and product functional benefits in more detail. Different goals will also match different production and marketing cost. Advertisers can create short film advertisements with different levels of information relevancy and detail, select directors, actors, and post-production teams that meet the creative needs within a limited range and choose media formats and environments that meet the quality requirements for playback to achieve the original dissemination goal.

The emotional type is the most popular type of short film advertisement nowadays, and the form of choosing this type of short film advertisement for marketing communication is also called emotional marketing. The source of inspiration for emotional marketing commonly used in the advertising industry is to gain insight into the emotional needs of consumers, arouse or arouse the emotions of consumers, and form emotional resonance with consumers. Integrate emotion into the creative plot of the advertisement or the proposition of the marketing, and let the warm marketing resist the rigid market competition. Existing research also believes that in the era of relatively serious commodity homogeneity, consumers will pay more and more attention to emotional satisfaction and psychological identification when considering purchasing commodities, rather than just the amount of money per unit of currency. The number of goods that can be purchased, the difference in quality, and the level of price. The competition in the market is increasingly fierce, and the important factor for the success or failure of enterprise competition is not only to have an excellent brand. A brand with a good image can have more customer preferences and attract more brand loyalists. However, the establishment of brand loyalty is closely related to the psychological factors of consumers to a certain extent, in addition to very strong product quality, perfect market adaptability, and promotion strategy. Emotional marketing strives to meet the emotional needs of customers and builds customers' loyalty to corporate brands, products, or services based on emotions, thereby generating preference and forming a non-brand product or service that is not consumed. loyal customer base.

5.3 Limitations

This paper studies the influence of short film advertisements on audiences' positive emotions, product attitudes, and their relationship with purchase intentions through questionnaire research. Although certain research results have been obtained, there are still some research deficiencies, mainly due to the Due to limitations of cognition, methods, time, and manpower, the deficiencies of these studies are mainly reflected in the following three aspects:

(1) Due to the limited resources and time and energy of the author, this research mainly finds the research objects through the WeChat Moments channel, invites the research participants to watch a designated short film advertisement, and then fills in and collects the questionnaire. . Although this form of one-to-one research does not limit the area and has advantages such as time convenience, it affects the scientific nature of the data to a certain extent.

(2) Limitations of sample selection: This paper selects four short film advertisements as the research objects. In order to give more positive inspirations to

corporate marketing and advertising practitioners from the research results, the selected cases are all people in the advertising industry. And the short film advertising works with relatively good public word-of-mouth evaluations, but did not select those works that were generally evaluated by public word-of-mouth. At the same time, due to the limitation of the total number of samples, the total selection of works is limited to four, so the limitation of selection affects the reliability of the research results to a certain extent.

(3) This study does not take into account the audience's own attitudes towards brands or products, because of factors such as age or education level and values affected by different growth environments. The audience may have an existing attitude towards a certain brand or a certain category in the past contact, which will affect the research on the effect of the advertisement after watching the short film advertisement.

5.4 Research Contributions

Short film advertising is an emerging form of advertising that has a strong influence in the era of mobile Internet social media. But nowadays, the theoretical research on short film advertising is relatively scattered, the related concepts are relatively vague, and the depth lags far behind the empirical research. There is a lot of research space worth exploring. Therefore, this study makes an in-depth analysis of the influencing factors of short film advertisements on the audience's positive emotions, product attitudes, and purchase intentions, filling some gaps for theoretical research in the field of short films, and then enriching the framework of the entire advertising theoretical system.

5.5 Practical Contributions

Short film advertising has become one of the most important advertising forms under the background of the rapid development of the Internet and micro-communication. After the advertisement is placed in the media, from exposure to target users, click-to-view, positive emotions, and changes in product attitudes, and purchase intentions, each link has a very important impact on the final actual purchase. Through this study, we will understand the influence of six advertising factors in three aspects of short film advertising on the audience's positive emotions, product attitudes, and purchase intentions. We take short film advertisements as the research object and select a recent representative and high public opinion enthusiasm. For short film advertising, constructing a theoretical model, conducting research design, combining questionnaire survey and statistical analysis to verify hypotheses, draw research results, and guide companies to create short film advertisements that are more effective in enhancing audiences' willingness to buy.

5.6 Future Research

Looking at the history of the ocean shipping industry, the competition in the past mainly focused on quality and sales. However, at present, many shipping companies begin to focus on the two aspects of corporate image and customer satisfaction. The

construction of corporate culture is conducive to the shaping of corporate image, and the attraction of corporate image for talents is beyond doubt, which helps to reduce the outflow rate of enterprise talents. In the construction of enterprise culture, shipping enterprises should not ignore customer satisfaction.



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APPENDICES A

Source for questionnaire items

Variables	Source
Advertising content	Hyeshink (2008)
The product featured in the video is related to me.	
The product in the video feels useful to me.	
The product in the video is what I need.	
The video introduces the product in detail.	
The video made me understand the features of the product.	
The video gave me a clear idea of what the product is for.	
Advertising image	Conway (1991)
The video looks well made.	
The copy in this video is novel and attractive to me.	
The actors in this film are very real, I like them very much.	
The video does not make you wait too long from the point of opening to the official play.	
The playback of the video is very smooth and there is no lag.	
During the playback of the video, the picture resolution is high.	
This video makes me feel very warm.	
This video makes me feel very intimate.	
This video takes into account my emotions.	
Positive emotions	Shen &Khalifa (2008)
This video makes me happy.	
Watching this video makes me feel so relaxed.	
Watching this video makes me feel good.	
The content of this video excites me.	Qiu et al., (2008)
Product attitude	
The product in this video feels to me that it works.	

The products in this video are good for me.	
The product features in this video are powerful.	
The products in this video are what I need so much.	
The product features in this video are very practical.	
Purchase Intention	Okada (2005)
When there is a need to buy, I will first consider the brand product or service.	
When the price is right, I would first consider buying a product or service from that brand.	
I would recommend this brand's product or service to others.	



APPENDICES B

Project target consistency index (IOC) ratio form and results

Please tick "√" in the blank space below and answer the following questions. "1" means that the subject may be able to deal with the corresponding hypothesis and its goals, "0" means that the subject may not be able to clearly distinguish the theory and its goals, and "-1" means that the subject may not conform to the paradigm and its goals. In addition, leaving further comments is the greatest support for the research.

Example-Attitude: the student's attitude towards virtual reality technology

Item	+1	0	-1	Comment
The product featured in the video is related to me.	√			

Variables	+1	0	-1	Comment
Advertising content				
The product featured in the video is related to me.				
The product in the video feels useful to me.				
The product in the video is what I need.				
The video introduces the product in detail.				
The video made me understand the features of the product.				
The video gave me a clear idea of what the product is for.				
Advertising image				
The video looks well made.				
The copy in this video is novel and attractive to me.				
The actors in this film are very real, I like them very much.				
The video does not make you wait too long from the point of opening to the official play.				
The playback of the video is very smooth and there is no				

lag.				
During the playback of the video, the picture resolution is high.				
This video makes me feel very warm.				
This video makes me feel very intimate.				
This video takes into account my emotions.				
Positive emotions				
This video makes me happy.				
Watching this video makes me feel so relaxed.				
Watching this video makes me feel good.				
The content of this video excites me.				
Product attitude				
The product in this video feels to me that it works.				
The products in this video are good for me.				
The product features in this video are powerful.				
The products in this video are what I need so much.				
The product features in this video are very practical.				
Purchase Intention				
When there is a need to buy, I will first consider the brand product or service.				
When the price is right, I would first consider buying a product or service from that brand.				
I would recommend this brand's product or service to others.				

Result of Index of Item-Objective Congruence (IOC) Rating

Construct	Item	Rating from experts			$\sum R$	IOC $= \frac{\sum R}{N}$	Result
		1 st Expert	2 nd Expert	3 rd Expert			
Advertising content	AC1	1	1	1	3	1	Pass

	AC2	1	1	1	3	1	Pass
	AC3	1	1	1	3	1	Pass
	AC4	1	1	1	3	1	Pass
	AC5	1	1	1	3	1	Pass
	AC6	1	1	1	3	1	Pass
Advertising image	AI1	1	0	1	2	0.67	Pass
	AI2	1	1	1	3	1	Pass
	AI3	1	1	1	3	1	Pass
	AI4	1	1	1	3	1	Pass
	AI5	1	1	1	3	1	Pass
	AI6	1	1	1	3	1	Pass
	AI7	1	1	1	3	1	Pass
	AI8	1	0	1	2	0.67	Pass
	AI9	1	1	1	3	1	Pass
Positive emotions	PE1	0	1	1	2	1	Pass
	PE2	0	1	1	2	0.67	Pass
	PE3	0	1	1	2	0.67	Pass
	PE4	0	1	1	2	1	Pass
Product attitude	PA1	1	0	1	2	0.67	Pass
	PA 2	1	0	1	2	0.67	Pass
	PA 3	1	1	1	3	1	Pass
	PA 4	1	0	1	2	0.67	Pass
	PA 5	1	0	1	2	0.67	Pass
Purchase Intention	PI1	1	1	1	3	1	Pass
	PI 2	1	1	1	3	1	Pass
	PI 3	1	1	1	3	1	Pass

APPENDICES C

Questionnaire

Thank you very much for filling out this questionnaire. This questionnaire aims to measure the influencing factors of short film advertisements on consumers' purchase intention. It may take you one to five minutes to complete this questionnaire. This questionnaire is part of a personal study of master's students in Thailand. Please read each question carefully and make sure that all answers are your true thoughts. All this information is for academic purposes only.

Part A: Closed-end questions about the demographic characteristics of the participants, including gender, and income.

1. Gender

Male

Female

2. Your age

18-25

26-35

36-45

46-60

Over 60 years old

3. Your highest education

Junior high school and below

High school / technical secondary school

University/College

Postgraduate

4. Income (monthly)

Less than 3000 RMB

3001-6000 RMB

6001-9000 RMB

More than 9001 RMB

Part B: closed-ended answer questions about 5 factors that influence purchase

intention, including

Please write a ‘√’ in the box to show you agree or disagree with the following statements 1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree.

Variables	1	2	3	4	5
Advertising content					
The product featured in the video is related to me.					
The product in the video feels useful to me.					
The product in the video is what I need.					
The video introduces the product in detail.					
The video made me understand the features of the product.					
The video gave me a clear idea of what the product is for.					
Advertising image					
The video looks well made.					
The copy in this video is novel and attractive to me.					
The actors in this film are very real, I like them very much.					
The video does not make you wait too long from the point of opening to the official play.					
The playback of the video is very smooth and there is no lag.					
During the playback of the video, the picture resolution is high.					
This video makes me feel very warm.					
This video makes me feel very intimate.					
This video takes into account my emotions.					
Positive emotions					
This video makes me happy.					

Watching this video makes me feel so relaxed.					
Watching this video makes me feel good.					
The content of this video excites me.					
Product attitude					
The product in this video feels to me that it works.					
The products in this video are good for me.					
The product features in this video are powerful.					
The products in this video are what I need so much.					
The product features in this video are very practical.					
Purchase Intention					
When there is a need to buy, I will first consider the brand product or service.					
When the price is right, I would first consider buying a product or service from that brand.					
I would recommend this brand's product or service to others.					



BIOGRAPHY

NAME

Yupei Zhang

**ACADEMIC
BACKGROUND**

In 2018, She Obtained a Bachelor's Degree in Art from Chengdu University of Technology

EXPERIENCES

In 2015, he was awarded as a college-level outstanding student in the first academic year of Chengdu University of Technology and published 2 Chinese Core Journals of Nanjing University in 2018. In October 2020, the research topic "development process and similarities and differences between short film and film", and in March 2021, the research topic "Film Semiotics".

