

# The Literature Review on Short Video Social Media Advertising Effectiveness

Liu Yueqin, Poh-Chuin Teo

Azman Hashim International Business School, Universiti Teknologi Malaysia, Malaysia

Corresponding Author Email: cindyliuyq@163.com

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## Abstract

The purpose of this paper is to review the literature development of short video social media advertising and determinants in shaping its effectiveness. As the popularity of social media platforms continues to rise, business practitioners and marketers have recognized the potential of utilizing short video advertisements to reach and engage with the target customers. Therefore, there is a need for further research in this area to gain better understanding on the impact of different short video advertising features on consumer behaviour. This research adopts literature review method to analyse the short video social media advertising effectiveness. According to that, this review paper provides an overview on the trends and advancements involved in assessing the effectiveness of short videos used in social media advertising. Moreover, this paper identified that consumer engagement and purchase intention were used as existing research measures in assessing the effectiveness of short video social media advertising. Also, this research found there is dearth of research in the context of the features of short video advertising in social media platform. The findings of this review contribute to the growing body of knowledge on short video social media advertising effectiveness, and knowledge on the features of short video advertising in social media platform context. Further research could focus on the common points and different factors influence on short platform video advertising effectiveness and investigate the consumer behaviour in the short video media context.

**Keywords:** Short Video Social Media Advertising, Social Media Advertising, Advertising Effectiveness, Purchase Intention, Consumer Engagement.

## Introduction

Social media have the huge commercial and searchful value all the time, in April 2023, 59.9 percent of the world's population will use social media, equivalent to 4.80 billion users worldwide by Kepias team (Datareportal, 2023). Also, social media has been classified into 13 different types by form of communication (Aichner & Jacob, 2015), social media exploration research is increasingly complex due to the diversity of platforms. Besides, social media advertising has been a common phenomenon, there are new marketing opportunities in streaming video, social media, influencer marketing, product placement, and content

marketing (PQ Media, 2020). Then, the mobile devices social media increase, internet companies created new social media application only for mobile, short-form video social network has been noticed by researchers (Wang, 2020; Zhang et al., 2019). Therefore, the value of short video social media advertising is worth being in-depth research. The majority of short video advertising generators are consumers, which could make short video ads more persuasive than other forms of branded ads since the majority of short video users are consumers (Ge et al., 2021). Consumer behaviour has been investigated in previous studies of mobile social media advertising (Lai & Liu, 2020). According to Ge et al (2021), short video advertising content has been proved could effects on advertising effectiveness. Short video social media as a channel of advertising be accepted by consumer, it is necessary to explore the short video social media on advertising effectiveness. This study will review influence path of short video social media advertising effectiveness.

### **Review of Literature**

**Short Video Social Media Advertising** Short video social media advertising is a branch style of mobile social media advertising, the main features are the same as mobile social media advertising. There is little research on short video social media advertising, because short video social media advertising only emerged in recent years. Ge et al (2021) define short video advertising is a user-generated advertising where users place their own content into the videos that are posted on social media platforms with a maximum time limit of 10 to 15 seconds. In addition, Zhao and Wang (2020) suggested that research on mobile short-video advertising is still at an early stage of development, video + sociality is the core of short-video advertising, which has become a crucial part of social media expansion. In China, Douyin is the first place app for sharing short videos currently, and it is a synthetic social media integrate with social commerce, live streaming, and information sharing. Taobao will also offer users the opportunity to buy the same short-video advertisements through Douyin (Ge et al., 2021). On the other hand, short video social media some time equal to mobile short video application, due to this kind of social media usually is a mobile application (Kaye et al., 2021). Also, mobile apps are used by most people today to view short videos. People can interact with each other in real-time through mobile short-video apps (Zhao & Wang, 2020). Therefore, the new definition of short video advertising could applicable to mobile short video social media in current research. The fastest growing types of online advertising are short video advertising and social media advertising (Grewal et al., 2016). User-generated short video advertising has grown quite popular in China due to the rapid expansion of e-commerce and social media. Besides, the influence of short video characteristic on consumer purchase intention have been studied in the context of short video social media advertising (Chen & Zhang, 2021).

### **Short Video Social Media Advertising Effectiveness**

A study that may be of most relevance is Yuan et al (2022), who investigated the effectiveness of in-feed advertising strategies and key opinion leader strategies at the TikTok platform for attracting product traffic for online retailers. According to previous study found that short-video advertising features specific to short-form video advertising have not been extensively researched (Xiao et al., 2023). Besides, recent research Ge et al (2021) presents a theoretical framework that explains the impact of social media short video ads on product sales by providing a theoretical framework based on the multiple attributes of advertisement sociability and vividness. Continue, Xiao et al (2023) research on a key element that influences

consumer engagement behaviour is the short-form video advertisement, and this study contributes to the social media advertisement literature by studying the influence of short-form video advertisement features on consumer engagement behaviour. The performance expectancy, entertainment quality, tie strength, and sales approach of short-form videos are significant drivers of consumer engagement behaviour as analysed using data from social media platform TikTok. Therefore, existing research on the influence of short video social media advertising focus on consumer engagement behaviours and product sales, which similar as the element of social media advertising effectiveness.

### **Measures of Social Media Advertising Effectiveness**

Previous studies have suggested that effectiveness of advertising is usually determined by whether the cost of advertising generates revenue for the advertiser presently or in the future (Wright-Isak et al., 1997). Advertising effectiveness has been defined to advertising effectiveness in marketing, which refers to the way in which consumers respond to a brand advertising (Tellis, 2009). Advertising is a marketing communication strategy, to evaluate marketing communication effectiveness, one generally tests whether the purpose of the communications has been achieved or not, which is direct and quantifiable (Gronroos, 2004; Lawlor & Prothero, 2008). Before research into advertising effectiveness has suggested that consumers respond to advertising in a particular order based on the centrality of the marketing message and the importance of the execution strategy. According to the communications and marketing objectives, advertising can be designed to achieve responses. Then, Aitken et al (2008) suggested that consumer experiences are analysed at the point of consumer engagement with advertising, should evaluate advertising effectiveness from consumer perspective. In addition, in evaluating marketing advertising effectiveness, it is important to determine whether the target audience is aware of and understands the information; and whether the message influences purchase decisions (Aitken et al., 2008; Patsioura et al., 2009)

On the other hand, the advertising industry has been transformed by the internet. It is clear that social media advertising has challenged the hegemonic role traditionally played by television, radio, and newspapers in the world of advertising (Belanche et al., 2019). Different types of advertisement have different purposes, and different methods are used to measure the effect of advertising (Patsioura et al., 2009; Keller & Fay, 2012). Additionally, based on previous studies in this area, perceived intrusiveness, consumer attitude toward an advertising, and loyalty are key factors associated with advertising effectiveness in the digital environment (Ashley & Tuten, 2015; Belanche et al., 2017). Dehghani and Tumer (2015) proved that social media's persuasive effectiveness is measured by its ability to influence the intention to purchase of consumers. Previous researches on social media advertising usually choose purchase intention as the primary measurement (Chu et al., 2013; Dehghani & Tumer, 2015; Zhang et al., 2020). Zhang et al (2020) proposed that purchase intention is very important when advertising on mobile social media, consumers' purchases are the ultimate purpose of marketing, and measures the effectiveness of advertising by measuring purchase intention directly better than some indirect marketing objectives. Furthermore, a lot of researchers focus on analysed the role of engagement in social media advertising context (Ashley & Tuten, 2015; Shahbaznezhad et al., 2021; Voorveld et al., 2018; Wai & Liu, 2020; Wu, 2016). Ashley and Tuten (2015) investigated how creative strategy and channel usage affected social media engagement. Then, Voorveld et al (2018) investigated the ways

consumers use social media platforms to engage with advertisements that are embedded on these platforms, and then evaluates the effectiveness of such advertisements. Besides, engagement has been tested in mobile social network, Wu (2016) developed a model to investigate the mobile social networks engagement, as well as verified the relationship between mobile social networks engagement and advertising impact.

### **Conclusion**

There has been a surge of interest in short-form video in the past few years, and it has become a widely accepted form of entertainment. There has been an increase in the use of short-form video in advertising in recent years as well. In addition, social media exploration research is increasingly complex due to the diversity of platforms. Short video social media as the recent create social media plat, the special research on its characteristics is very scarce. For the short video commerce, it remains unclear how short-form video advertisements are influencing the behaviour of consumers. Besides, there has not enough research that has explored the unique aspects of user-generated short video ads that run on mobile platforms. According to this study, present research on the influence of short video social media advertising and short video social media advertising effectiveness base on the consumers behaviours. A short video social media advertising campaign runs in a similar way as mobile social media advertising and has the same main features that are associated with social media advertising on mobile devices. However, it is important to note that short-form video advertising has its own unique features that may influence the behaviour of consumers in different ways. The findings of this review contribute to the growing body of knowledge on short video social media advertising effectiveness. Further research could focus on the common points and different factors influence on short platform video advertising effectiveness and previous mobile social media advertising effectiveness. Besides, focus on consumer behaviours to investigate the short video social media advertising effectiveness, such as, engagement and purchase intention. Finally, although short video social media platform many functions are similar previous mobile social media, a sufficient amount of research has not been done on short video media, it is not excluded that the impact of advertising on consumers on short video platforms is completely different. Therefore, it is important to further research the impact of short video advertising on consumer behaviour in order to understand how consumers interact with and respond to this form of media. Additionally, it is essential to identify the best practices and strategies to effectively use short-form video advertising to reach and engage consumers.

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