

The Influence of Short Video Content Marketing on Douyin Platform on Consumers' Purchase Intention

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Abstract:

With the rise of short video platforms, more and more functions can be achieved through short videos. Short video content marketing, as a new marketing paradigm in the digital age, is a cost-effective and efficient marketing approach. Short video platforms are becoming increasingly close to consumers' lives, profoundly influencing their shopping intentions and methods. This paper deeply discusses the characteristics of Tiktok, China's leading short video platform, analyzes the current situation of Tiktok's short video content marketing, discusses its content marketing characteristics, discusses the challenges of short video marketing at this stage, and accurately identifies the existing difficulties. At the theoretical level, it aims to provide new ideas and methods for brands in short video marketing. At the practical level, with precise user insights as the core, diversified content matrices as the means, and the construction of a closed-loop strategy of "brand and performance synergy" as the core, marketing recommendations are proposed for brand owners.

Keywords: Short video content marketing; Douyin; consumers' purchase intention.

1. Introduction

Content marketing attracts consumers by providing valuable and non-intrusive content, gradually replacing hard advertising as the core means for brands to reach consumer groups. Creative short videos can enhance brand recognition by 42% and accelerate word-of-mouth spread. At the same time, fashion brands convey their brand values through functional and emotional cultural content. The adoption of high-quality cultural content by consumers directly enhances brand trust and, in turn, stimulates purchase

intentions.

With the rapid development of new media, the application scope of content marketing in business practice is constantly expanding. Compared with traditional marketing methods, this model, with its advantages such as convenience and efficiency, is increasingly becoming a core component of enterprises' marketing strategies. However, at present, the characteristics of short-video platforms remain ambiguous, and many brands have yet to discover the best marketing strategies. How to better utilize social media platforms for content marketing, establish

positive relationships with users, thereby enhancing brand awareness and stimulating consumers' purchasing intentions is the goal pursued by most enterprises. Meanwhile, the contemporary consumer group generally shows the characteristic of fragmented information reception. Their attention is often only focused on the content that conforms to their personal interests and needs. High-quality video content can effectively attract consumers' attention and trigger their purchasing intention. On the contrary, videos of poor quality or those that forcefully convey advertising content will cause consumers' aversion and fail to achieve the marketing effect of enterprises. This article focuses on the consumer market of short-video platforms, aiming to provide a more abundant and comprehensive supplement to the theoretical knowledge of content marketing, thereby exploring more targeted content strategies and enhancing the practical effectiveness of marketing communication.

2. Related concepts

2.1 Short video content marketing

The essence is a long-term relationship marketing strategy that takes the audience as the center, builds brand trust through value output, and finally realizes commercial transformation. As a new marketing paradigm in the digital era, the core connotation of short video content marketing can be defined from two dimensions: value transfer and scene adaptation.

From the perspective of value transfer, Su Haoxuan clearly pointed out that short video marketing is a marketing method that relies on the short duration video carrier to deliver effective value, and then realizes product promotion, brand building and service communication [1]. This definition emphasizes that short video is not a simple communication tool, but takes "value transmission" as the core link, meets user needs through content output, and finally achieves the goal of commercial promotion. A typical case is that beauty brands release product use tutorials on short video platforms, which not only deliver practical values such as makeup skills to users, but also realize the implicit promotion of brand products, forming a closed loop of "value supply - commercial transformation." From the perspective of scene adaptation, Xinyue Zhang proposed that the rise of short video essentially stems from the high fit between its communication mode and the fragmented lifestyle of contemporary people. Based on this feature, short video content marketing makes full use of users' fragmented time such as commuting and lunch break to attract users' attention with refined and lightweight content forms and complete efficient access to brand or product information[2].

2.2 Purchase intention

The subjective intention of consumers on whether to buy a particular good at the market equilibrium price conditional on a given monetary income. As one of the core elements of demand definition in economics, this concept is affected by multiple factors such as commodity price, income level, consumer preference and price expectation.

2.3 Operation mechanism of short video on Douyin platform

Since Douyin was officially launched on September 20, 2016, relying on the upgrading of mass entertainment demand driven by economic development, it has rapidly covered user groups of all ages and achieved extensive expansion of user scale. Its positioning accurately meets the communication needs of the mobile Internet era, conforms to the trend of fast-paced life, effectively attracts massive traffic, and lays a foundation for the initial growth of the platform.

2.3.1 Content creation and recommendation mechanism

Streamlined production system: The form of short video accurately matches the fragmented time needs of the public, and the creation threshold is low, so that ordinary users can easily participate, forming diversified and extensive content sources, supporting the continuous expansion of the platform's content ecology; The "golden 2-3 seconds" at the beginning of Douyin's video is crucial, and the streamlined video requires clear display of product information to avoid difficulties for users to choose[3]. By visually displaying product usage scenarios, functions and effects, and even user evaluations and discussions, consumers can more intuitively understand the advantages and disadvantages of the product, which makes it easier to make purchase decisions and reduces decision-making pressure.

Intelligent algorithm push: Build recommendation algorithm based on user behavior data (such as viewing time and interactive behavior, etc.) to realize personalized content distribution and significantly improve user stay time and platform engagement. Previous studies have confirmed that short video recommendation algorithms are directly related to personalized content supply and have a positive impact on users' duration of use on Douyin platform [4, 5].

Integration of live streaming and e-commerce: Douyin opened the live streaming function in March 2018 and launched the showcase of popular products in May of the same year to promote the development of live streaming with goods mode and provide new marketing channels for merchants and creators[3]. The combination of live broadcasting and shopping functions can shorten users'

purchase path, stimulate impulse consumption, and effectively improve e-commerce conversion rate.

Extension of commercial functions: The platform further expands the functional boundary, which can be used as a recruitment channel for enterprises, and at the same time provide a carrier for product endorsement and promotion of Internet celebrities, enriching commercial application scenarios[3][4].

2.3.2 Marketing value and platform governance

Embodiment of marketing value: Douyin has created a low-cost and efficient new channel for product promotion and brand building, and enterprises can achieve accurate communication without relying on high TV advertising investment. At present, over 70% of enterprises adopt social media marketing strategy, especially Douyin's role in short video marketing; In addition, short videos created by users have significant marketing value. By analyzing the marketing rules in the field of mobile short videos, the path of content realization can be explored.

Platform governance mode: anthropomorphic communication is realized through official accounts such as Douyin Safety Center, rules are transmitted to creator communities with fictional characters or animated images, and an interesting governance mechanism is built to effectively coordinate the relationship between national regulatory requirements and incentives for content creators[6].

3. Difficulties and Challenges Faced by Douyin Short Video Marketing

3.1 Severe Content Homogenization

Although Douyin provides a vast space for content marketing, its rapid replication ecosystem has led to a serious problem of content homogenization. This is manifested in the proliferation of creative templates, the excessive use of popular audio, and the clustering of topics. Due to the platform's algorithm-driven nature, it tends to reward content models that have been proven successful and have good data performance. Usually, those with a large fan base and current hot topics will receive better traffic[7]. To gain traffic, creators actively imitate similar viral videos. Meanwhile, the trial-and-error cost of original content is high, but imitation or minor innovation not only has lower risks but also is easier to obtain traffic. Therefore, similar topics, shooting techniques, and rhythm transition patterns not only cause users' aesthetic fatigue and decision-making difficulties but also make it difficult for brands to establish a differentiated advantage through content, resulting in a blurred brand image and an inability to establish a distinctive image in consumers' minds. Under the Douyin algorithm recommendation, users passively receive infor-

mation and lack the sense of control over active selection. This passivity will intensify the resistance to the pushed content, making it impossible to establish differentiated cognition through content. Brands can only rely on price wars, leading to continuously decreasing profits and eventually falling into the trap of diminishing returns and vicious price competition.

3.2 Rising Traffic Costs

The advertising fees that brands directly pay to platforms for exposure and conversion have increased. The competition for limited traffic has become more intense, and the costs have been rising. Firstly, top influencers are scarce, and their quotations are inflated due to market demand. Nowadays, with the rise of the short-video industry, many excellent short-video creators are emerging[8]. However, there are issues such as opaque quotations and a mismatch between quotations and actual promotional effects. Influencers with similar fan bases may see their quotations double within a few years. Secondly, it has become more difficult for enterprises to obtain traffic through self-broadcasting, and the ROI (Return on Investment) is hard to guarantee. Generally, enterprises' own accounts have low exposure rates and weak fan engagement, making it difficult to form a stable fan base and monetize. In the early days, brands could obtain platform traffic recommendations through high-quality content and gain natural traffic exposure. However, as the short-video industry becomes increasingly competitive, platforms no longer provide recommendations, and brands have to rely on paid tools like "DOU+" to boost their content, leading to higher and higher investment costs. At the same time, small and medium-sized brands and new consumer brands may be squeezed out of the market due to their inability to bear the high traffic costs, which is not conducive to a healthy ecosystem.

3.3 Difficulty in Synergizing Brand Building and Sales Effectiveness

This is a core pain point in digital marketing, especially in the context of immediate conversion scenarios on short-video platforms like Douyin. It refers to the difficulty in simultaneously maximizing the two marketing goals of brand building and sales effectiveness in practice, and in some cases, they may even be in conflict and counteract each other.

The conflict in content tone cannot be ignored. Videos that focus on "brand" may be well-produced brand micro-films with an elegant style or short dramas with touching plots, but they have long build-ups and do not directly mention product features. After watching, users may not pay attention to the products and the content may not have sufficient appeal to them. Videos that focus on "effectiveness"

often use straightforward “hard-sell” methods that are not well integrated with the video. Although they have high conversion rates, they may damage the brand’s high-end and professional image and make users resistant to such videos, thus failing to attract long-term customers.

Many users come to Douyin for entertainment rather than shopping. Therefore, in this environment, the content output by brands must both align with user preferences and touch upon shopping needs, which is quite challenging to coordinate[9]. Moreover, the short duration of short videos limits the amount of information that can be conveyed. It is a huge challenge for brands to convey their brand stories and product features within just a few seconds.

Therefore, exploring how to break through in a highly homogenized environment, create content with brand uniqueness, control traffic costs, and achieve the coordinated development of brand building and sales effectiveness has become a key challenge in current short-video marketing practices[10].

4. Optimization Strategy

4.1 Innovative content

To achieve content innovation, creators need to constantly try new content formats and ways of telling stories. First, adopt the method of format rotation: alternately use multiple types such as short story clips, practical tutorials, product reviews, behind-the-scenes Vlogs, user interviews, and animated explanations to attract users and arouse their interest in the product. Second, generate emotional resonance with short-video users. Short videos are not merely tools for conveying information; they are also means for brands to communicate with users and establish emotional connections. Emotional resonance stems from values, experiences, emotional demands and narrative resonance. It is not merely about “sentimentalization”, but rather a precise emotional connection based on a profound understanding of human nature. Resonant emotional expression is also a relatively popular video creation mode nowadays. For instance, during International Women’s Day, a certain beauty brand launched a short video with the theme of female power. By telling the story of women’s self-reliance and strength and promoting female power, it not only showcased the products but also strengthened the connection with users, evoked their emotional resonance, and increased their trust in the brand. Thirdly, give up chasing the most popular general traffic and focus on a specific market. For instance, precisely target beauty products in the beauty market to attract a large number of highly loyal users. Meanwhile, brands can respond quickly to social hot events, integrate the uniqueness of their own products, and create professional and hard-to-replicate content with care, allowing users to perceive the brand’s value. This

generates brand recognition and further makes users willing to keep following in order to obtain value.

4.2 Precise user groups

The three major challenges of content homogenization, rising traffic costs, and difficulty in coordinating brand promotion and performance seem unrelated at first glance, but in fact, they all stem from “aimless and extensive reach”. The core of precisely targeting the user group lies in ensuring that every penny of the brand’s budget and every creative idea is delivered to the “right people”. Firstly, qualitative research is conducted through user interviews, industry reports and competitor analysis to build a dynamically updated user profile and lay a solid foundation for precise marketing. For existing users, it is necessary to understand their commonalities, such as gender, age, the city they are in and the reasons for repurchase, as well as the issues they care about most and the value points they value the most. Replacing video content that merely pleases the masses with a small resonance with users, and establishing an irreplaceable professional and sense of recognition in niche fields through in-depth vertical content, can help break away from homogeneous competition and build a brand advantage. Secondly, in terms of content, brand creation needs to be based on in-depth user insights for value co-creation. Starting from the emotional needs and pain points of the target group, targeted content that combines information value and emotional value should be created, which serves as a hook to attract consumers. Then, through continuous value output and interactive participation, a continuous user journey is designed for a unified target group, establishing a quasi-social relationship based on trust with consumers, thereby transforming ordinary audience groups into a highly sticky brand fan base. Finally, by leveraging the data tools of the Douyin platform, the profiles are transformed into quantifiable demographic attributes, interest tags and influencers, as well as behavioral targeting. Precise user groups mean generating the highest efficiency with the least waste, and paying traffic is directed to people with high purchase potential and willingness, thereby maximizing marketing efficiency.

4.3 Adopt diversified marketing methods

Adopt a matrix account layout, use enterprise accounts to build a good brand image, and cooperate with influencer accounts to achieve traffic monetization. Achieve subject diversification and collaborate with brand-generated content (BGC), influencer creative content (PGC), and user-generated content (UGC). For instance, brands can collaborate with influencers to create videos, adopt story-driven videos or character-building methods, develop brand serialized videos or theme series, enabling users to form product memory points, cultivate the habit of fol-

lowing and watching, enhance account stickiness, evoke brand associations among more consumers, and attract more loyal customers. Secondly, by reducing reliance on paid traffic, brands can rely on recommendations, search results, and private domain traffic to maintain operations and conversions. They can obtain natural recommendations from platforms through high-quality content and attract users with active intentions and purchase potential by optimizing keywords. Accumulate the above traffic to communities and enterprise WeChat to get closer to users' lives. Finally, adopt the "best-selling product + brand core" strategy: attract users with a cost-effective best-selling product, and imperceptibly convey the brand story and value in the content, thereby achieving the coordinated development of finished products and effectiveness.

5. Conclusion

This study takes the Douyin platform as an empirical scenario to explore the characteristics of short-video content marketing and its impact on consumers' psychological mechanisms, thereby influencing their purchase intentions. Against the backdrop of rising traffic costs and intensifying content homogenization, clarifying the challenges this reality poses to brand owners and proposing corresponding optimization strategies. In the era of the attention economy, successful short-video marketing is by no means an accidental burst of traffic, but a systematic project that combines science and creativity based on in-depth user insights. Only by taking value output as the foundation and emotional connection as the bridge can a brand truly win the choice of users in the fierce competition.

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