



The Influence of Short-Video Marketing on the Purchase Intentions of Young Female Apparel Consumers

Xingyue Peng

International Chinese College, Master of Business Administration, Rangsit University, Pathum thani, Thailand, 12000
E-mail: xingyue.p66@rsu.ac.th

Abstract

In China, short videos have experienced exponential growth, serving not only as a primary source of daily entertainment but also as a pivotal platform for brand marketing. Within the apparel industry, short-video marketing targeting young female consumers has expanded rapidly, emerging as a key channel for brand promotion and sales. This study examines the mechanisms through which short-video marketing influences consumer purchasing behavior from the perspective of young female consumers. Therefore, it contributes to the theoretical framework of short-video marketing in the apparel sector and consumer purchase intentions, while offering practical strategies for apparel brands to optimize their short-video marketing efforts and insights into the future development of short-video platform. Based on the S-O-R theoretical model, this study proposes a theoretical framework and employs a questionnaire survey method. A total of 450 questionnaires were distributed, with 422 valid responses collected. After conducting reliability and validity tests on the sample data using SPSS, regression analysis and mediation effect analysis were performed, leading to the final research conclusions.

The results reveal that product functionality, video entertainment, and scenario-based content in short-video marketing significantly enhance consumers' perceived value, which in turn positively influences purchase intentions. However, product benefits, content accuracy, and video interactivity do not have a significant impact on perceived value. Thus, brands should prioritize high-quality, innovative content by emphasizing product functionality, increasing video entertainment, and designing scenario-based content to enhance perceived value and drive purchase intentions.

Keywords: Short-video Marketing, Perceived Value, Purchase Intention, Young Female Consumers, Apparel Products

1. Introduction

1.1 Relevant literature reviews

In 2011, Viddy made its debut in the United States, marking the early emergence of the short video era. Two years later, Twitter launched its own short video application. From the perspective of content marketing, Yao (2018) summarized three core strategies: 1) platforms should actively support and encourage technological innovation to enhance the diversity and competitiveness of content production; 2) user sharing and interaction can enrich and improve the content ecosystem, thereby strengthening dissemination effects; and 3) brands can employ scenario-based innovation to construct narratives, making marketing content more appealing and impactful. Qin and Wang (2022) pointed out that the marketing content elements of review-oriented short videos have a direct impact on customers' purchasing psychology, with trust and perceived value acting as partial mediators in this process. Guo (2022) further introduced the credibility of the information source as a moderating factor and found that enhancing the benefit orientation of short-video marketing, focusing on interactive design, improving the accuracy of algorithm-based content delivery, strengthening consumers' perceived value of products, and paying attention to the selection of information sources can effectively increase consumers' purchase intentions. Xiong and He (2023) analyzed short videos from four dimensions—display format, type, content, and product information—and found that these dimensions all have a positive impact on consumers' purchase intentions. Zhao (2023) regarded perceived

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functional value and perceived emotional value as mediating variables and revealed that the information richness, entertainment, innovativeness, interactivity, and situational content of apparel-related short videos all have positive effects on consumers' purchase intentions, with some of these effects being realized through perceived functional and emotional values. Zhao (2023) constructed an evaluation framework for apparel brand short-video content marketing, which includes functional information, entertainment elements, emotional expression, and social interaction. The study found that this framework significantly promotes consumers' purchase intentions and dissemination tendencies. Therefore, this study defines apparel-related short videos as follows: short videos with a duration between 30 seconds and 5 minutes, primarily targeting apparel marketing, with the core content focused on displaying apparel products. These videos are mainly disseminated through mobile smart devices as the primary channel and new media social platforms as the main medium. Viewers can understand the products and make purchasing decisions through these videos.

The concept of perceived value was first introduced by Drucker, who emphasized that customers do not merely purchase a product or service, but rather the value embedded within it. Salezadeh (2016), focusing on luxury brands, identified that functional value, personal value, and social value all significantly influence consumers' purchase intentions. Wang (2019), combining the S-O-R model with social relationship theory, verified the mediating role of perceived value between unfamiliar word-of-mouth and consumer purchase intention. Sheng (2021) further categorized perceived value into functional and emotional dimensions, and explored its mediating effect between short video content marketing and consumer purchase intention. Based on the above, this study defines perceived value as the user's subjective cognition formed after viewing apparel-related short videos, and their evaluation of the benefits received from the products presented in the videos.

The factors influencing consumers' purchase intentions can be broadly categorized into two main groups: internal factors and external factors. Regarding internal factors, Cha (2009) identified elements influencing consumers' purchase intentions in online shopping platforms. Zong (2019) explored the mechanisms through which consumers' intrinsic traits affect their purchase intentions. As for external factors, they primarily focus on consumption context and product characteristics. Regarding the consumption context, Wei (2020) demonstrated that the usefulness, ease of use, and entertainment value of short videos can effectively promote the formation of purchase intentions by evoking consumers' emotional resonance. As for product-related factors, Geng (2020) revealed that the depth of discounts and the attractiveness of promotional activities significantly enhance consumers' perceived value and purchase intentions. In this study, purchase intention is defined as the subjective probability or tendency of a consumer to choose a particular product.

The SOR theory, which originates from the Stimulus-Response (SR) theory, aims at exploring how environmental factors influence individual behavior. The SOR model was first proposed by Mehrabian and Russell (1974). They suggested that external stimuli (S) first evoke primary emotional reactions within an individual (O), which are related to personal traits, and subsequently prompt the information receiver to exhibit corresponding behavioral responses (R). With the rapid development of internet technology and the widespread adoption of online shopping, the SOR model has been extensively applied in the context of online shopping and is widely used across various fields of consumer psychology and behavior research.

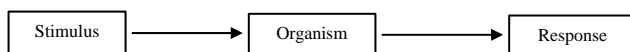


Figure 1 SOR model

1.2 Research Significance

Since the onset of the COVID-19 pandemic, online marketing has become an essential tool across various industries. However, Chinese apparel brands are notably deficient in their awareness and proficiency in short-video marketing, facing numerous challenges for survival and development. Moreover, the current academic community's understanding of marketing strategies under the rapid development of the internet and

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new media is still incomplete. Existing studies on short-video marketing predominantly employ case analysis or qualitative methods. Most research focuses on the entire market, with relatively few studies targeting specific industries. The unique characteristics of short-video marketing in different industries and their varying impacts on consumer purchase intentions are often overlooked. Notably, there is a scarcity of research on short-video marketing in the apparel industry, with most studies addressing the broader apparel sector rather than specific sub-sectors or consumer groups. It is important to recognize that different genders and age groups have distinct preferences when it comes to apparel-related short videos. This study, building on previous research, examines the mechanisms through which short-video marketing affects consumer purchase intentions from the perspective of young female consumers. It provides a new perspective on the relationship between short-video marketing and consumer behavior in the apparel industry. This research further enriches the theoretical framework of short-video marketing and consumer purchase intentions, and offers practical strategies for apparel brands and individuals to leverage short-video marketing effectively. It also provides insights into the future development directions of short-video platforms.

In the era of self-media, the new middle-class group represented by post-1990s and post-2000s generations is gradually becoming the main consumer force in the market. Compared to traditional advertising, they prefer brand vertical penetration based on social networks. The high-efficiency data transmission of 5G technology has provided strong impetus for the development of short videos, making their application in the marketing field increasingly significant. With their vast user base—especially the young female consumer group with higher purchasing power—and a mature content production chain, short-video platforms have become an emerging marketing channel that apparel enterprises urgently need to explore. For the creation of apparel-related short videos, merely pursuing traffic no longer meets market demands. The key lies in mastering precise marketing strategies. In short-video content marketing, high-quality and precise content is the core element of success, as only such content can effectively stimulate consumers' proactivity and purchasing intentions, thereby maximizing marketing effectiveness. Against this backdrop, how apparel enterprises can rapidly transform their marketing concepts and fully utilize short-video platforms to expand market share has become a hot topic of discussion within and outside the industry.

2. Objectives

With the development of mobile internet and the widespread adoption of smartphones, short-video platforms have emerged as significant marketing channels. These platforms, such as TikTok and Kuaishou, have attracted a vast user base, especially young female consumers with higher purchasing power. This study aims to:

- 1) Investigate the factors that drive young female consumers to purchase apparel products on short-video platforms.
- 2) Analyze the mediating role of perceived value between short-video marketing and purchase intention in the apparel industry.

3. Conceptual Framework and Research Hypothesis

3.1 Conceptual framework

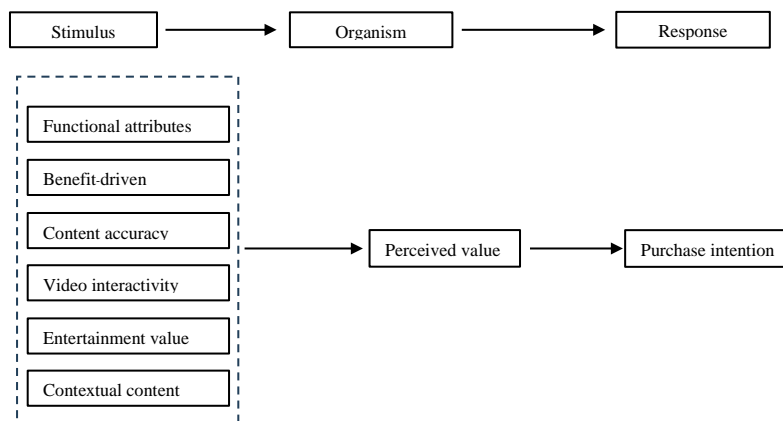


Figure 2 Conceptual framework

3.2 Research Hypothesis

H1: The functional attributes of clothing-related short video marketing have a positive impact on perceived value.

H2: The benefit-driven aspects of clothing-related short video marketing positively influence perceived value.

H3: The accuracy of content in clothing-related short video marketing has a positive effect on perceived value.

H4: The interactivity of videos in clothing-related short video marketing positively affects perceived value.

H5: The entertainment value of clothing-related short video marketing positively impacts perceived value.

H6: The contextual content of clothing-related short video marketing has a positive effect on perceived value.

H7: Perceived value positively influences consumers' purchase intention.

H8: Perceived value serves as a mediating variable between apparel short video marketing and purchase intention.

H8a: Perceived value serves as a mediating factor between functional attributes and purchase intention.

H8b: Perceived value mediates the relationship between benefit-driven aspects and purchase intention.

H8c: Perceived value acts as a mediator between content accuracy and purchase intention.

H8d: Perceived value mediates the relationship between video interactivity and purchase intention.

H8e: Perceived value serves as a mediating factor between video entertainment value and purchase intention.

H8f: Perceived value acts as a mediator between contextual content and purchase intention.

3.3 Materials and Methods

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This study collected data through an online questionnaire and conducted descriptive analysis to examine the basic characteristics of the sample, thereby assessing the feasibility of the questionnaire. Subsequently, SPSS software was used to test the reliability and validity of the questionnaire, in order to evaluate the appropriateness of the item design. Correlation analysis was employed to examine the relationships among variables, followed by regression analysis to test for causal relationships. Finally, the Bootstrap method was used to assess the mediating effect of perceived value, leading to the formulation of the study's conclusions.

The questionnaire primarily consists of sections covering respondents' demographic information, screening questions, product functionality, product benefits, content relevance, video interactivity, video entertainment, contextualized content, perceived value, and purchase intention. All items were measured using a five-point Likert scale, where "1" indicates "strongly disagree" and "5" indicates "strongly agree." Higher scores reflect a greater degree of alignment between the respondent's views and the questionnaire items.

The target population of this study primarily consists of young female consumers under the age of 50 who have watched apparel-related short videos and made purchases through such content. An electronic questionnaire was designed and administered using the SoJump platform, and distributed via popular social media platforms such as WeChat, QQ, and Rednote to broaden the reach of the survey and ensure an adequate sample size. During the survey phase, a total of 450 questionnaires were distributed. Questionnaires completed by male respondents, those who had not viewed apparel-related short videos, and those with a completion time of less than 100 seconds were deemed invalid. Based on these criteria, 422 valid questionnaires were identified, resulting in a response rate of 94%.

4. Results and Discussion

4.1 Descriptive statistical analysis

Among the 422 respondents, the largest age group was 21-30 years old, accounting for 32.5%, followed by the 31-40 age group at 26.5%, and those under 20 years old at 16.8%. In terms of educational background, the majority held a bachelor's degree, representing 52.1% of the sample, while those with an associate degree accounted for 20.1%. The remaining respondents, including those with high school education or below, as well as master's or doctoral degrees, collectively made up 27.8%. Regarding income levels, the distribution was relatively even across the range of 1,501 to 15,000 RMB, with the largest proportion earning between 8,001 and 15,000 RMB, representing 30.6% of the sample, followed by those earning 5,001 to 8,000 RMB, at 27%. These demographic characteristics align with the profile and requirements of the research target group and are consistent with the educational backgrounds of young users on Chinese short video platforms.

In terms of short video viewing platforms, Douyin and Kuaishou accounted for the largest share, collectively representing 61.6% of the respondents—indicating that these two platforms warrant particular attention. Regarding the average daily video viewing, users who spent 1-2 hours, 2-3 hours, and more than 3 hours browsing ranked as the top three groups, accounting for 20.6%, 32.5%, and 26.8% of the sample, respectively. As for the number of apparel purchases made on short video platforms over the past year, users who purchased more than six items constituted 67.7% of the sample. In terms of preferred types of apparel-related short videos, influencer reviews and product recommendations were the most favored, with a preference rate of 74.64%, followed by daily showcases and storyline-driven promotions, which accounted for 61.6% and 52.6%, respectively. These sample data align closely with the authentic data from the China Netcasting Services Association and leading short video platforms, suggesting that the sample distribution is reasonable and representative.

4.2 Reliability Analysis and Validity Analysis

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In the table, functional attributes, benefit-driven, content accuracy, video interactivity, entertainment value, contextual content, perceived value, and purchase intention are represented by CN, LY, JZ, HD, YL, CJ, GZ, and Y, respectively.

In this study, SPSS 25.0 was utilized to conduct reliability analysis on the questionnaire data. The internal consistency was assessed using Cronbach's α coefficient, where a value greater than 0.8 indicates high reliability, a value between 0.8 and 0.7 suggests good reliability, and a value between 0.7 and 0.6 denotes acceptable reliability. The reliability test was performed on the 26 items of the overall scale, yielding a Cronbach's α of 0.935 for the entire questionnaire, indicating a high level of internal consistency.

Reliability analysis was also conducted separately for the eight latent variables, including product functionality, product benefit, content accuracy, video interactivity, video entertainment, contextualized content, perceived value, and purchase intention. As shown in Table 1, the Cronbach's α coefficients for all variables ranged between 0.650 and 0.847, falling within the acceptable range. The deletion of any single item would result in a decrease in Cronbach's α , confirming that the items for these variables exhibit good internal consistency.

Table 1 Summary of Reliability Analysis

Variables	Items	Cronbach's α if Item Deleted	Cronbach's α	Number of Items
Functional attributes	GN1	0.800	0.847	4
	GN2	0.813		
	GN3	0.800		
	GN4	0.812		
Benefit-driven	LY1	0.357	0.650	3
	LY2	0.454		
	LY3	0.749		
Content accuracy	JZ1	0.697	0.769	3
	JZ2	0.674		
	JZ3	0.695		
Video interactivity	HD1	0.777	0.829	4
	HD2	0.788		
	HD3	0.733		
	HD4	0.799		
Entertainment value	YL1	0.734	0.805	3
	YL2	0.745		
	YL3	0.721		
Contextual content	CJ1	0.760	0.819	3
	CJ2	0.730		
	CJ3	0.762		
Perceived value	GZ1	0.773	0.839	3
	GZ2	0.778		
	GZ3	0.778		
Purchase intention	Y1	0.767	0.828	3
	Y2	0.759		
	Y3	0.760		

This study employed SPSS 25.0 to conduct a validity analysis of the questionnaire data, using the KMO (Kaiser-Meyer-Olkin) measure and Bartlett's test of sphericity to assess the validity of the instrument. A KMO value greater than 0.6 and a significance level of less than 0.05 for Bartlett's test indicate acceptable

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validity. As shown in Table 2, the KMO value for the sample reached 0.961, and the significance level of Bartlett's test was less than 0.05, indicating that the overall validity of the questionnaire is satisfactory.

Table 2 KMO and Bartlett's Test

KMO Measure of Sampling Adequacy		0.961
Bartlett's Test of Sphericity	Approx. Chi-Square	6688.480
	Degrees of Freedom	325
	Significance	0.000

4.3 Correlation analysis

In this analysis, exploratory Pearson correlation analysis was conducted to examine the relationships among the variables. The results indicate that there are significant correlations between the variables, all of which are significant at the 99% confidence level. Based on the correlation coefficients, the values of r for all variable pairs are greater than 0, suggesting that the variables exhibit significant positive correlations in this analysis.

Table 3 Results of Pearson Correlation Analysis Among Dimensions

	GN	LY	JZ	HD	YL	CJ	GZ	Y
GN	1							
LY	.787**	1						
JZ	.310**	.501**	1					
HD	.299**	.485**	.803**	1				
YL	.530**	.450**	.246**	.268**	1			
CJ	.499**	.406**	.212**	.232**	.822**	1		
GZ	.491**	.373**	.191**	.217**	.801**	.815**	1	
Y	.470**	.391**	.194**	.247**	.816**	.812**	.814**	1

Note: ** indicates $p < 0.01$.

4.4 Regression Analysis

The Variance Inflation Factor (VIF) values for the independent variables—functional attributes, benefit-driven, content accuracy, video interactivity, entertainment value and contextual content—are 3.081, 3.323, 2.967, 2.929, 3.304 and 3.138, respectively. All VIF values are below 5, indicating that multicollinearity among the independent variables is unlikely to be a concern.

In this study, linear regression analysis was conducted with functional attributes, benefit-driven, content accuracy, video interactivity, entertainment value and contextual content of apparel-related short video marketing as independent variables, and perceived value as the dependent variable. As shown in Table 4, the model equation is: Perceived Value = $0.257 + 0.126 * GN - 0.106 * LY - 0.017 * JZ + 0.028 * HD + 0.404 * YL + 0.486 * CJ$. The adjusted R^2 of the model is 0.718, indicating that functional attributes, benefit-driven, content accuracy, video interactivity, entertainment value and contextual content collectively explain 71.8% of the variance in perceived value. The F-test for the model revealed that the model passed the F-test ($F = 179.796$, $p = 0.000 < 0.05$), suggesting that at least one of the six dimensions of the independent variables has a significant impact on perceived value.

Further analysis showed that the regression coefficient for product functionality is 0.126 ($t = 2.599$, $p < 0.05$), for video entertainment is 0.404 ($t = 8.274$, $p < 0.01$), and for contextualized content is 0.486 ($t = 10.276$, $p < 0.01$). This indicates that functional attributes, entertainment value and contextual content positively influence perceived value. In contrast, benefit-driven, content accuracy and video interactivity did not exhibit a significant positive impact on perceived value.



In conclusion, functional attributes, contextual content and contextual content in apparel-related short video marketing positively affect perceived value, while benefit-driven, content accuracy and video interactivity do not. Therefore, hypotheses H1, H5, and H6 are supported, while hypotheses H2, H3, and H4 are not supported.

Table 4 Results of Linear Regression Analysis on Apparel-Related Short Videos and Perceived Value

	Unstandardized coefficient		Standardized coefficient	t	p	VIF	R2	F
	B	Standard error	Beta					
Constant	0.257	0.153		1.974	*			
GN	0.126	0.049	0.118	2.599	*	3.081		
LY	-0.106	0.055	-0.09	-1.916	0.056	3.323		
JZ	-0.017	0.053	-0.014	-0.32	0.749	2.967	0.718	F=179.796, p=0.000
HD	0.028	0.054	0.023	0.528	0.598	2.929		
YL	0.404	0.049	0.389	8.274	**	3.304		
CJ	0.486	0.047	0.471	10.276	**	3.138		

Note: Dependent: Perceived value * $p < 0.05$, ** $p < 0.01$

The results of the one-factor linear regression analysis, as shown in Table 5, indicate that the adjusted R^2 of the model is 0.662. This implies that perceived value can explain 66.2% of the variance in purchase intention. The model passes the F-test ($F = 826.351$, $p = 0.000 < 0.05$), confirming its statistical significance. The regression coefficient of perceived value is 0.785 ($t = 28.746$, $p = 0.000 < 0.05$), indicating a significant positive effect of perceived value on purchase intention. Thus, Hypothesis H7 is supported.

Table 5 Regression Analysis Results of Perceived Value and Purchase Intention

	Unstandardized coefficient		Standardized coefficient	t	p	VIF	R2	F
	B	Standard error	Beta					
Constant	0.831	0.104		7.983	0.000			
GZ	0.785	0.027	0.814	28.746	0.000	1	0.662	F=826.351, p=0.000

Note: response variable: Y

4.5 Result of testing of mediating effect of Perceived Value

This study employed the Bootstrap method to examine the mediating effect of perceived value. As shown in Table 6, the 95% Bootstrap confidence intervals for the mediation effects of the following paths—“product functionality → perceived value → purchase intention,” “product benefits → perceived value → purchase intention,” “video interactivity → perceived value → purchase intention,” “video entertainment → perceived value → purchase intention,” and “scenario-based content → perceived value → purchase intention”—did not contain zero in either the upper or lower bounds. This indicates that product functionality, product benefits, video interactivity, video entertainment, and scenario-based content not only have a direct impact on purchase intention but also influence it through the mediating role of perceived value. The mediation effects for these variables were 0.378, 0.326, 0.202, 0.360, and 0.368, respectively, supporting hypotheses H8a, H8b, H8d, H8e, and H8f. Additionally, in the path “content accuracy → perceived value → purchase intention,” the direct effect was not significant, and the 95% Bootstrap confidence interval for the mediation effect did not contain zero. This suggests that content accuracy influences purchase intention entirely through the mediating effect of perceived value, thereby supporting hypothesis H8c.

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**Table 6** Results of the Mediation Effect Test for Perceived Value

Pathway		coeff	LLCI	ULCI
GN>GZ>Y	GN-GZ	0.525***	0.436	0.614
	GN-Y	0.095**	0.029	0.16
	GZ-Y	0.741***	0.68	0.802
LY>GZ>Y	LY-GZ	0.436***	0.332	0.54
	LY-Y	0.114***	0.047	0.18
	GZ-Y	0.749***	0.691	0.806
JZ>GZ>Y	JZ-GZ	0.228***	0.116	0.341
	JZ-Y	0.046	-0.02	0.111
	GZ-Y	0.777***	0.723	0.832
HD>GZ>Y	HD-GZ	0.262***	0.149	0.375
	HD-Y	0.086*	0.02	0.152
	GZ-Y	0.769***	0.715	0.824
YL>GZ>Y	YL-GZ	0.832***	0.772	0.891
	YL-Y	0.458***	0.376	0.54
	GZ-Y	0.432***	0.353	0.511
CJ>GZ>Y	CJ-GZ	0.841***	0.783	0.898
	CJ-Y	0.44***	0.353	0.525
	GZ-Y	0.437***	0.354	0.521

*p<0.05, **p<0.01, *** p<0.001

Table 7 Decomposition of Total Effect, Direct Effect, and Mediating Effect

Pathway	Effect Type	Effect Value	se	LLCI	ULCI	Proportion
GN>GZ>Y	Total Effect	0.484	0.044	0.397	0.571	
	Direct Effect	0.095	0.033	0.03	0.16	19.63%
	Indirect Effect	0.378	0.037	0.316	0.464	80.37%
LY>GZ>Y	Total Effect	0.44	0.051	0.34	0.539	
	Direct Effect	0.112	0.034	0.468	0.18	25.46%
	Indirect Effect	0.326	0.043	0.241	0.412	74.55%
JZ>GZ>Y	Total Effect	0.224	0.055	0.115	0.332	
	Direct Effect	0.046	0.033	-0.019	0.111	20.54%
	Indirect Effect	0.178	0.045	0.094	0.269	79.46%
HD>GZ>Y	Total Effect	0.288	0.055	0.18	0.396	
	Direct Effect	0.086	0.034	0.02	0.152	29.86%
	Indirect Effect	0.202	0.046	0.117	0.296	70.14%
YL>GZ>Y	Total Effect	0.817	0.028	0.762	0.873	
	Direct Effect	0.458	0.042	0.376	0.54	56.06%
	Indirect Effect	0.36	0.036	0.288	0.43	43.94%

4.6 Summary of Test Results

Table 8 Summary of research hypotheses results

No.	Research Hypothesis	Result
H1	The functional attributes of clothing-related short video marketing have a positive impact on perceived value.	Supported
H2	The benefit-driven aspects of clothing-related short video marketing positively influence perceived value.	Not supported

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H3	The accuracy of content in clothing-related short video marketing has a positive effect on perceived value.	Not supported
H4	The interactivity of videos in clothing-related short video marketing positively affects perceived value.	Not supported
H5	The entertainment value of clothing-related short video marketing positively impacts perceived value.	Supported
H6	The contextual content of clothing-related short video marketing has a positive effect on perceived value.	Supported
H7	Perceived value positively influences consumers' purchase intention.	Supported
H8	Perceived value serves as a mediating variable between apparel short video marketing and purchase intention.	Supported
H8a	Perceived value serves as a mediating factor between functional attributes and purchase intention.	Supported
H8b	Perceived value mediates the relationship between benefit-driven aspects and purchase intention.	Supported
H8c	Perceived value acts as a mediator between content accuracy and purchase intention.	Supported
H8d	Perceived value mediates the relationship between video interactivity and purchase intention.	Supported
H8e	Perceived value serves as a mediating factor between video entertainment value and purchase intention.	Supported
H8f	Perceived value acts as a mediator between contextual content and purchase intention.	Supported

5. Conclusion and Advice

5.1 Conclusion

The characteristics of different dimensions of apparel short video marketing have a significant positive impact on perceived value. Hypotheses H1, H5, and H6 proposed in this study are supported, whereas H2, H3, and H4 are not supported. Specifically, product functionality, video entertainment, and contextualized content in apparel short video marketing positively influence perceived value, while product benefits, content relevance, and video interactivity show limited impact. These findings suggest that young female apparel consumers increasingly value the practicality and functionality conveyed through short video content. Engaging elements such as creative editing, music, and storytelling enhance consumer interest in the products, indicating that consumers not only focus on the product itself but also enjoy the pleasant viewing experience. Furthermore, presenting real-life usage scenarios in apparel short videos allows consumers to intuitively perceive the product's effectiveness in everyday settings, thereby enhancing their recognition and interest in the product. Although product benefits (discounts and promotions) remain common marketing strategies, young female consumers appear to place greater emphasis on the product itself and the overall viewing experience rather than purely on promotional information when engaging with apparel-related short videos.

Perceived value has a positive impact on consumers' purchase intention. When consumers develop a favorable impression of an apparel brand or product while watching short videos, their purchase intention is strengthened. This suggests that consumers' intrinsic perceptions influence their behavioral choices. Once a positive product perception is formed, consumers are more likely to view the product favorably, increasing their demand and ultimately stimulating purchase intentions.

Perceived value plays a mediating role between the different dimensions of apparel short video marketing and consumers' purchase intention, indicating that hypotheses H8a, H8b, H8c, H8d, H8e, and H8f are all supported. Specifically, aspects such as product functionality, product benefits, content relevance, video interactivity, video entertainment, and contextualized content in apparel short video marketing influence purchase intention through consumers' perceived value.

This suggests that the practicality and pricing appeal of the product, precise targeting enabled by big data, frequent two-way interactions, engaging video elements such as creative editing, music, and storytelling,

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as well as the presentation of apparel products in real-life usage scenarios, all contribute to embedding these products more deeply into consumers' perceptions. Such immersive exposure subtly shapes consumers' understanding and attitudes, thereby enhancing their purchase intention.

5.2 Advice

1) Optimization Recommendations for Apparel Enterprises

To enhance the presentation of product functionality, apparel short video content should provide detailed demonstrations of the product's functional features, such as fabric materials, design details, and wearability. Integrating contextualized content by situating the apparel within real-life scenarios—such as daily outfits, work settings, or leisure activities—through constructed backdrops or on-location filming can enhance viewers' sense of immersion. This allows consumers to perceive the product's practicality and value more intuitively, while simultaneously conveying the brand's lifestyle and values, thereby strengthening emotional identification with the brand.

When producing apparel-related short videos, companies and individual creators can incorporate close-up shots to highlight the texture and quality of fabrics. Functional features such as breathability or warmth can be demonstrated through visual close-ups or small-scale experiments, enabling consumers to experience the product's utility in a more direct and tangible way. Design features—such as garment cuts or neckline details—can be showcased using slow-motion shots during the introduction segment to emphasize the product's craftsmanship and refinement.

To enhance the entertainment and engagement value of short videos, creative design and compelling elements can be employed to attract viewers. Techniques such as dynamic editing, the incorporation of popular music, and storytelling can elicit emotional resonance, thereby increasing the video's appeal and perceived value. Depending on the specific characteristics of the clothing, suitable editing styles and musical themes should be applied. For instance, to emphasize a garment's vibrancy and trendiness, fast-paced editing and energetic pop music may be used. Audio also plays a crucial role; popular background music and well-matched sound effects can quickly capture the audience's attention, encouraging them to engage with the content and boosting video views.

To further increase video interactivity, interactive elements such as Q&A segments, giveaways, and comment-based engagement can be embedded within the short videos. Live streaming features may also be leveraged to provide real-time responses to consumer inquiries, thereby enhancing viewer participation and improving both interactivity and conversion rates. Apparel brands and individual creators can include questions within the video—such as “Which outfit featured in the video do you like most?”—and link them to giveaway campaigns to encourage comment participation. This approach not only boosts video engagement and visibility but also strengthens consumer involvement.

2) Optimization Recommendations for Short Video Platforms

Short video platforms can provide advanced data analytics tools to assist apparel enterprises in effectively identifying target customer preferences and behavioral patterns. These tools help lower the barriers to platform entry and enhance the conversion rate of short video content. With comprehensive analytics functions—such as user profiling, behavioral analysis, and content popularity metrics—apparel enterprises can utilize simplified charts and data reports to gain a clear understanding of key performance indicators including views, likes, and comments. By leveraging these data insights, enterprises are able to accurately identify target audiences, deeply analyze consumer interests and behaviors, and subsequently optimize their short video content to improve marketing effectiveness.

In addition, short video platforms should offer robust support for brand building. This includes enabling apparel brands to convey their brand stories, values, and contextualized narratives through short video content. Platforms can provide tools and resources to help brands cultivate personalized brand identities, thereby enhancing user engagement and emotional resonance. Short video platforms may also initiate relevant campaigns that encourage apparel enterprises and individual creators to publish storytelling- and value-oriented content under trending topics. These efforts can drive traffic to participating enterprises



while also stimulating creative enthusiasm within the platform ecosystem. Simultaneously, consumers are afforded opportunities to better understand the cultural values and identity of the apparel brands featured.

5.3 Limitations and Future Research Directions

The research model established in this study is based on the S-O-R (Stimulus-Organism-Response) framework and considers only perceived value as the mediating variable. The study also does not distinguish between different product categories within the apparel sector, instead treating the apparel industry as a whole. Future studies could adopt alternative theoretical frameworks such as the Theory of Reasoned Action (TRA) or the Theory of Planned Behavior (TPB) to further explain the formation mechanisms of purchase intention. Mediating variables could be further refined by including additional constructs such as consumer trust and emotional resonance. Moderating variables such as time pressure or brand awareness could also be incorporated to assess their influence on perceived value and purchase intention. Additionally, future research may explore different product categories within the apparel industry to examine how short video marketing strategies differ across contexts, thereby providing a more nuanced understanding of the mechanisms and moderating effects involved.

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