
Examining the Influences of Short Video for Cosmetics on Consumer Purchase Intention of Consumers in Mainland China

Abstract

In today's Internet age, more and more consumers are using the Internet in shopping, watching videos or communicating in social media, and their shopping and lifestyle has changed accordingly. The explosive growth of short videos in recent years has led many Internet marketing companies to use short videos to promote their products, especially in the cosmetics industry which has great potential for market demand and sales in Mainland China, and can be able to promote their products by short video online. This study provides cosmetic marketers by understanding the factors in producing cosmetic short video which can affect consumers' purchase intention in Mainland China when they are using cosmetic short video promotion. The literature review of this study identified six factors: informativeness, perceived usefulness, interesting content, quality of comments, quantity of comments and key opinion leader that have relationships with purchase intention. This study collected 195 responses from consumers in Mainland China and employs quantitative research to collect the questionnaires and data. This study found that perceived usefulness, quantity of comments and key opinion leader in cosmetic short video are significantly related to purchase intention, while informativeness, interesting contents and quality of comments had no effect on purchase intention. Therefore, cosmetics marketers should focus on the perceived usefulness, quantity of comments and key opinion leader factors in cosmetics video to increase consumers' purchase intention when watching cosmetic short video.

Keywords: Short video, purchase intention, informativeness, perceived usefulness, interesting content, quality of comments, quantity of comments, key opinion leader

1. Introduction

In today's Internet era, more and more consumers use mobile phones to browse products frequently, and their reading habits also change accordingly, leading to the explosive growth of short videos in recent years, making many Internet marketing enterprises use short videos to promote their products.

From the statistical surveys by China Internet Network Information Center (CNNIC), in March 2020, the quantity of online video (including short videos) users in China had reached 850 million, an increase of 126 million number of users from the end of 2018, accounting for 94.1% of the total number of Internet users. Among of them, the number of users of short videos was 773 million or 85.6% of all the Internet users, increase 125 million from the end of 2018. At the beginning of 2020, the number of online video apps increased significantly in terms of both user size and duration of use due to the COVID-19 epidemic. Therefore, under the situation of the popularity of short video

applications and epidemic, it is a great opportunity for many businesses to promote their products or services by short video marketing.

Short video is a form of Internet content transmission, there is no clear definition of the length of short video but usually less than five minutes long. According to the definition of short video app by China's online market research agency "iResearch" (LunWenData.com), the length of short video in social media applications is generally defined as between 10 seconds and 15 seconds.

Nowadays, many cosmetics companies use short video to promote their products, like lipsticks, eye shadows, blushes, liquid foundations or other cosmetics. Due to cosmetics are the daily necessities that most female consumers like to buy, the cosmetics industry has great potential in terms of market demand and sales. Take China as an example; according to the statistics of "Euromonitor" (published on Sohu.com) company, the sales and demand of cosmetics market in China have been increasing in the past two years.

1.2 Research objectives

This study aims to investigate the features of short video display placed on the Internet that will influence consumers' intention to buy cosmetics.

1.3 Research contributions

The aim of this study is to help the marketing professionals of cosmetic companies know the feature like informativeness of short video, interesting content, quality and quantity of the comments and key opinion leader, which will influence and related to consumers' intention to buy cosmetic products by their short video promotion. The results of this research give contributions to marketer what the factors they need to consider when they are making a cosmetic short video in cosmetics. It also contributes to academics about the theoretical implications in studying the effect of using short video for marketing.

2. Literature Review and Hypotheses Development

This study examines the important factors that influence consumers' purchase intention in cosmetic products when they are watching short video in cosmetics on the Internet, the literature review shows that informativeness, perceived usefulness, interesting content, quality of comments, quantity of comments and key opinion leader (KOL), are the factors and they are described below.

2.1 Purchase intention

Consumer purchase intention refers to the probability that consumers are willing to buy products or services before actual purchase (Xian, Li and Zhang, 2023). From the study by Martins, Costa, Oliveira, Goncalves and Branco (2019), they commented that the research by Chang, Hsu, Hsu and Sung (2019) shows that the increase of purchase intention reflects the increase of purchase opportunities. If consumers have a

positive intention to buy, then some positive factors like high quality of products or good brand engagement that will promote the purchase. In the context of short videos, one needs to consider purchase intentions as consumers' intention to make purchases by watching short video.

Consumers' purchase intentions are influenced by a variety of factors (Shahid, et al, 2017). In a short video, it may be interesting content, comments from other consumers, or other special factors that attract customers and determine their attitude towards the product.

2.2 Informativeness

The informativeness is a factor in short videos, which can make consumers have a better purchasing experience, thus increasing their purchase intention. Informativeness was expressed by Amman, Salt and Jordan (2018) as companies provide sufficient information to the extent that customers can make better purchasing decisions based on this information. Informativeness is a more perceptual construct measured using a self-reported scale. In fact, this construct is more related to the sender's ability to rationally attract the customer's response, because it enables customers to cognitively evaluate the information provided in the short video and the adoption of information (Lee and Hong, 2016). Therefore,

Hypothesis H1: The informativeness of short video has a positive relationship on consumer purchase intention.

2.3 Perceived usefulness

Perceived usefulness is means that how useful a system is used to improve one's performance. Specifically, it refers to the extent to which a person believes that using a particular system will improve his or her actions performance. Nuryanto et al. (2020) found that perceived usefulness has a positive significant influence on customers' purchase intention online, perceived benefits, perceived enjoyment also can impact the consumer willing to buy online.

Yüksel (2016) pointed out that perceived usefulness of the information from short videos as the belief that this information will improve the efficiency of access to product information. This refers to the extent to which individual consumers perceive the use of cosmetic video. If consumers find cosmetic videos to be useful, users are likely to have a positive attitude towards their use, thus influencing their intention to purchase the product. Therefore,

Hypothesis H2: The perceived usefulness in short video has a positive relationship on consumers purchase intention.

2.4 Interesting content

Interesting content refers to whether the video content is interesting enough to attract consumers to watch the video. Interesting videos can attract consumers to share them multiple times to increase the click-through rate of the video and increase the exposure of the product (Lin and Chen, 2017).

According to Shareef et al (2017), videos that are entertaining are prioritized by consumers because the video are perceived as partially commercial. On the contrary, videos that are not entertaining are considered fully commercial and boring. Interesting videos have a greater chance of being noticed by consumers, and the product or service is more likely to be recognized, then the consumers will be more willing to purchase them. Therefore,

Hypothesis H3: The interesting content in short video has a positive relationship on consumers purchase intention.

2.5 Quality of positive comments

The quality of comment refers to whether the content of the comment is true and reliable, whether it can be used as a reference for other consumers, and whether it brings useful information about the product to other consumers. They serve as the electronic word-of-mouth on purchase intention (Zhai et al., 2022). Both positive and negative reviews can influence consumers' purchase intention. Especially for experiential products like cosmetics, subjective reviews are more useful than objective descriptions (Zhang et al, 2017).

Positive online comments increase consumer confidence in a product and increase their purchase intention, while negative online comments undermine consumer confidence and reduce their willingness to purchase (Chen et al. 2016). This study focuses on examining the relationship between positive comments and consumers' purchase intention in cosmetic short video. Therefore,

Hypothesis H4: The quality of positive comments of short video has a positive relationship on consumers purchase intention.

2.6 Quantity of comments

The number of reviews represents the hotness of a short video and signals the popularity of the product. Usually, the number of reviews gives consumers more information and more knowledge about the product when they do not have sufficient information about the product (Chen et al. 2016).

According to Nguyen and Nguyen (2020), reviews are a useful form of advertising that can have a significant impact on business performance and purchase intention through communication between consumers. Consistency of user and user reviews increases the credibility of reviews, while the number of reviews reduces consumer uncertainty about product evaluations (Gandasari, et al, 2020). Therefore,

Hypothesis H5: The quantity of short video comments has positive relationship on consumers purchase intention.

2.7 Key opinion leader (KOL)

Opinion leaders (KOLs) or celebrities can connect with their followers and influence their attitudes, decisions or purchase intention on social media platforms such as Tik-Tok, Micro-Blogging, Facebook, Instagram and YouTube, then strong social relationships can be formed between KOL and their fans (Rybackzewska et al, 2020).

According to the study of Su, Lu and Lin (2018), due to the credibility, expertise and consumer attractiveness of celebrities and KOLs, many big brand companies often use celebrities or KOL as a marketing strategy to help them promote or introduce their products or services, those companies can deliver some marketing information directly to influential KOL, who in turn spread these messages by frequent contacts with other consumers who seek and trust their shopping advice. Therefore,

Hypothesis H6: Using famous people or key opinion leader (KOL) on short video has a positive relationship on consumers purchase intention.

2.8 Research model

According to the literature review that six constructs including informativeness, perceived usefulness, interesting content, quality of positive comments, quantity of comments and key opinion leader in short video are the main variables influence customers to purchase cosmetics by watching cosmetic short video and These variables are worth studying in short videos for effect customer purchase intention. Therefore, the research model is proposed as shown in Figure 1.

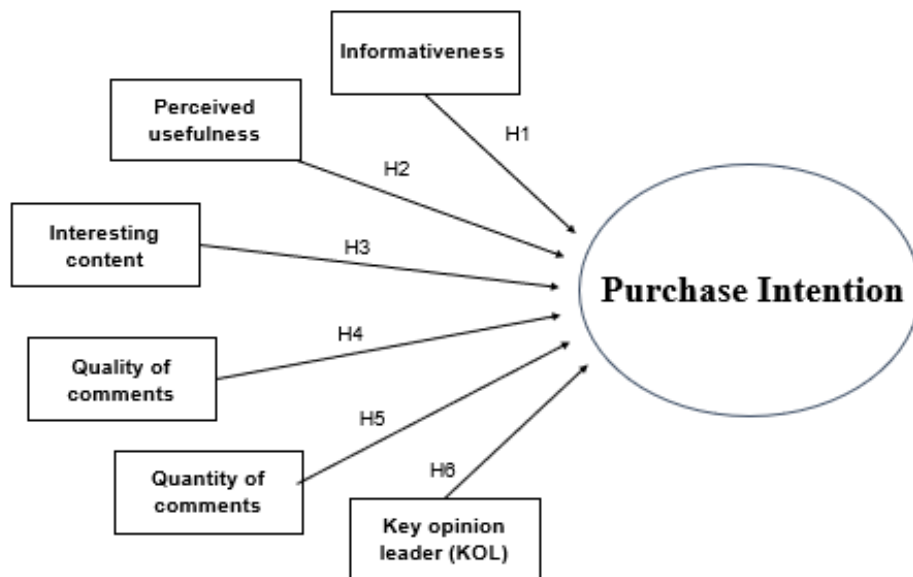


Figure. 1. The Research Model

3. Methodology

3.1 Research design

Quantitative research is used to study the relationship of the factors affecting purchase intention. Online questionnaire was used in conducting the quantitative research. The questions of this study refer to other scholars' questions and rename the questions to cosmetics and short videos in order to formulate the specific questions in this study for each of the seven variables: informativeness (IN), perceived usefulness (PU), interesting content (IC), quality of positive comments (QLC), quantity of comments (QNC), key opinion leader (KOL) and purchase intention (PI).

3.2 Sampling

Convenience sampling of this study is adopted as the sampling method of the study, and the sample does not have any criteria. The survey was targeted at consumers in Mainland China who have watched short videos online and have some knowledge of cosmetics, are a wide range of people who are young consumers. Therefore, the main target of this survey is adults who have experience in watching short videos.

3.3 Data collection

The data was collected through online questionnaire posted on the Questionnaire Star website. This questionnaire was shared on social platforms, using anonymity, so that consumers can fill in the questionnaires with more confidence based on their actual situation. To ensure that the target population of the online survey is accurate, the questionnaires were shared through social media to the researcher's friends, who in turn went on to share it to more people. The questionnaires are in electronic form and the link is shared mainly through email and WeChat. The questionnaire survey started on February 3, 2021, and after four weeks, a total of 201 responses were collected.

3.4 Questionnaire design

The first part of the questionnaire collects the basic information of the respondents, such as age, gender, education level, and frequency of watching short videos. The second part is the six factors that influence consumers' willingness to buy in cosmetic short videos: informativeness (IN), perceived usefulness (PU), interesting content (IC), quality of positive comments (QLC), quantity of comments (QNC), key opinion leader (KOL) and purchase intention (PI). Specific measurement questions and options were designed for each variable, in terms of statements that are easy to understand and that made it easy for the respondents to answer.

3.4.1 Informativeness (IN)

Informativeness refers to meaningful content, which is the subjective evaluation of short video content by consumers. The questionnaire drew on the questions on informativeness from Zhao and Wang's study, combined with the words of short video and cosmetic products, and designed three questions IN1, IN2, IN3, and changed short

video ad to cosmetic short video.

Table 1. Measurement of informativeness

Construct	Code	Item	Reference
Informativeness	IN1	Cosmetic short videos are good source of information on these products.	Zhao & Wang. (2020)
	IN2	Cosmetic short videos offer opportune information on products.	
	IN3	Cosmetic short videos provide timely information on these products.	

3.4.2 Perceived usefulness (PU)

Perceived usefulness expresses whether there is a practical use for the information consumers receive in the short video content. Information about cosmetics is available everywhere on the Internet, and short videos need to be able to bring intuitive explanations and useful help to consumers. The questionnaire is based on Zhao and Wang's research on perceived usefulness, and PU2, PU3, and PU4 were designed, replacing short video ad with cosmetic short video. PU1 was changed from Wong's study from tourism website to cosmetic short video.

Table 2. Measurement of perceived usefulness

Construct	Code	Item	Reference
Perceived usefulness	PU1	I find short video to be useful.	Zhao & Wang. (2020), Wong. (2020)
	PU2	Cosmetic short video would enable me to purchase cosmetic-related products.	
	PU3	Cosmetic short video would enable me to broaden my understanding of the products or how to use.	
	PU4	Cosmetic short video provides valuable information for cosmetic-related products.	

3.4.3 Interest content (IC)

Interesting content in the sense that it meets consumer expectations and allows consumers to receive information content that matches their interests. The questions of this construct draw on Lin and Chen's view on infotainment, where they argue that consumers' attitudes toward mobile text advertising will be related to their perception of the level of infotainment of that text ad. The questions IC1, IC2, IC3 are changed from the mobile text advertising to cosmetic short video.

Table 3. Measurement interesting content

Construct	Code	Item	Reference
Interesting content	IC1	The content of cosmetic short video was pleasing.	Lin and
	IC2	The content of cosmetic short video was entertaining.	Chen.
	IC3	The content of cosmetic short video was enjoyable.	(2017),
	IC4	I think the content of cosmetic short video fits to my	Amman et

		interests.	al. (2018)
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3.4.4 Quality of comments (QLC)

The quality of comments refers to the content of other consumers' comments on the short video. Most consumers will find the content of other consumers' reviews more convincing than the promotion of the product itself, and also some consumers will be attracted to watch short videos or even purchase products because of the content of other consumers' reviews. The questions of this construct draw from Mersid and Sumeja (2019) on the quality of comments, the questions QLC1, QLC2 changed from social media sites to cosmetic short video.

Table 4. Measurement of quality of comments

Construct	Code	Item	Reference
Quality of comments	QLC1	The comment generated by other consumers about cosmetic short video is very attractive.	Mersid and
	QLC2	I am satisfied with the comments generated on video sites by other consumers about cosmetic short video.	Sumeja (2019)

3.4.5 Quantity of comments (QNC)

The number of comments generally represents the consumer's choice. The higher the number of comments on a short video, the more consumers choose it. People have the habit of following the masses, and the more people comment on a short video, the more likely it is to be favored and trusted by other consumers. In this study, when designing the questions about number of comments, it borrowed the study of Filieri et al. (2018) and changed the online service to cosmetic short video.

Table 5. Measurement of quantity of comments

Construct	Code	Item	Reference
Quantity of comments	QNC1	It makes me feel more confident about the cosmetic in a short video when many people have reviewed it.	Filieri et al. (2018)
	QNC2	The higher the number of reviews, the more popular the cosmetic short video is.	
	QNC3	The more the reviews, the easier is to evaluate cosmetic short video's quality.	

3.4.6 Key opinion leader (KOL)

Key opinion leaders in short videos refer to those who have a certain level of popularity, or who have professional opinions. Many consumers are attracted to KOLs in short videos and go to buy makeup products in short videos because they trust their recommendations and opinions. This study on KOLs is borrowed from Su, Lu and Lin (2018), which changed Uni-Noodle microfilm to cosmetic short video.

Table 6. Measurement of key opinion leader

Construct	Code	Item	Reference
Key opinion leader	KOL1	The celebrity or key opinion leader (KOL) in cosmetic short video is trustworthy.	Su, Lu and Lin (2018)
	KOL2	The celebrity or key opinion leader (KOL) in cosmetic short video is popular.	
	KOL3	The celebrity or key opinion leader (KOL) in cosmetic short video looks like an expert.	

3.4.7 Purchase intention (PI)

Purchase intention refers to the subjective probability or likelihood of a consumer to make a purchase action under the influence of a short video. It is generally believed that the stronger a consumer's purchase intention is, the more likely he or she is to purchase a product. On the contrary, the lower the consumer's willingness to buy, the less likely he or she is to buy the product. Therefore, consumers' purchase behavior can be measured by consumers' purchase intention. This study borrowed the measurement scale from Wong (2018) to, design the questions PI1, PI2, and changed social media to cosmetic short video.

Table 7. Measurement of purchase intention

Construct	Code	Item	Reference
Purchase intention	PI1	I will try the products shown on cosmetic short video.	Wong (2018)
	PI2	I intend to consider the products shown on cosmetic short video in my future purchases.	

3.5 Measurement items

This study uses closed-ended questions to administer the questionnaire in order to reduce the amount of time it takes respondents to answer the questions and thus make them more willing to answer the questionnaires. The questions were asked in five-point Likert-type scale, 5 for strongly agree, 4 for agree, 3 for neutral, 2 for disagree and 1 for strongly disagree, or 5 for very important, 4 for important, 3 for neutral, 2 for unimportant and 1 for very unimportant. The measurement items are summarized in Table 8 below.

The collected data were screened and invalid responses were removed. The way to delete invalid responses is to observe whether there is a certain regularity in the responses of questions. For example, the respondents all chose the same option, or apparently made their choices in a regular manner. In addition, responses by respondents that they did not have any experience in watching short videos before were deleted. After this screening total 195 valid responses are collected.

Table 8. Measurement items

Construct	Item	
Informativeness	IN1. Cosmetic short video are good source of information on products. IN2. Cosmetic short video offer opportune information on products. IN3. Cosmetic short video provides timely information on products. <i>(The word "short video ads" is changed to "Cosmetic short video")</i>	Zhao & Wang. (2020)
Perceived usefulness	PU1. Cosmetic short video would enable me to purchase cosmetic-related products. PU2. Cosmetic short video would enable me to broaden my understanding of the products or how to use. PU3. Cosmetic short video provide valuable information for cosmetic-related products. PU4. I find short video to be useful. <i>(The word "short video ads" and "tourism" are changed to "Cosmetic short video")</i>	Zhao & Wang. (2020) Wong. (2020)
Interesting content	IC1. The content of cosmetic short video was pleasing. IC2. The content of cosmetic short video was entertaining. IC3. The content of cosmetic short video was enjoyable. IC4. I think the content of cosmetic short video fits to my interests. <i>(The word "mobile text advertising" is changed to "Cosmetic short video")</i>	Lin & Chen. (2017) Amman et al.(2018)
Quality of comments	QLC1. The comment generated by other consumers about cosmetic short video is very attractive. QLC2. I am satisfied with the comments generated on video sites by other consumers about cosmetic short video. <i>(The word "social media sites" is changed to "Cosmetic short video")</i>	Mersid & Sumeja. (2018)
Quantity of comments	QNC1. It makes me feel more confident about the cosmetic in short video when many people have reviewed it. QNC2. The higher the number of reviews, the more popular the cosmetic short video is. QNC3. The more the reviews, the easier is to evaluate cosmetic short video's quality. <i>(The word "online service" is changed to "Cosmetic short video")</i>	Filieri et al.(2018)
KOL	KOL1. The celebrity (KOL) in cosmetic short video is trustworthy. KOL2. The celebrity (KOL) in cosmetic short video is popular. KOL3. The celebrity (KOL) in cosmetic short video looks like an expert. <i>(The word "Uni-Noodle microfilm" is changed to "Cosmetic short video")</i>	Su, Lu & Lin.(2018)
Purchase intention	PI1. I will try the products shown on cosmetic short video. PI2. I intend to consider the products shown on cosmetic short video in my future purchases. <i>(The word "social media" is changed to "Cosmetic short video")</i>	Wong. (2018)

3.6 Data Analysis

For the screened data, descriptive analysis was used. Exploratory factor analysis (EFA) and Cronbach's Alpha test were used to test the reliability and validity to ensure the significance and accuracy of the collected data. After checking the reliability and validity, multiple linear regression analysis was used to measure the significance of the research model and test the significance of the six hypotheses.

4. Result

4.1 Characteristics of the Sample

195 valid responses were selected from 201 total responses by screening invalid data like the responses said “no” to the question “I have the experience of watching short videos”. The summarized demographic variables of this study are shown in Table 9. The ratio of female to male is around 8:2, with an imbalance in the number of female and male surveyed. Majority of respondents is between the ages of 22-35 and they have high school or above education level. The largest majority respondents are willing to spend 2 to 4 hours a day to watch online short video.

Table 9. Demographic information of respondents

Measure	Items	Frequency	Percentage
Gender	Female	152	77.95
	Male	43	22.05
Age	Under 17 years old	5	2.56
	17-21	36	18.46
	22-26	84	43.08
	27-35	60	30.77
	Over 35 years old	10	5.13
Education level	Below Primary School	1	0.51
	Primary School	0	0
	Junior High School	13	6.67
	High school	77	39.49
	College	44	22.56
	Undergraduate	49	25.13
Time spent on short video daily	Graduate Students	11	5.64
	Less than 2 hours	50	25.64
	2 – 4 hours	79	40.51
	More than 4 hours	66	33.85

4.2 Validity analysis

Exploratory factor analysis in this study was used to test the validity of collected data. As the result shown in Table 10. Hair et al. (1992) mentioned that, the factor loading below 0.40 is low and unacceptable, above 0.60 is relatively high and acceptable, the factor loading of IN3 is 0.015 which is extremely lower than 0.40, so the item IN3 is excluded from the component of informativeness, and only use IN1 and IN2 to conduct the subsequent statistical analysis. The factor loading of all other items of each single component are relatively high and greater than 0.60. Therefore, all the other questionnaire items in this study are valid and acceptable.

Table 10. Exploratory factor analysis

Variables	Item	Factor loading
Informativeness	IN1	0.671

	IN2	0.785
	IN3	0.015
Perceived usefulness	PU1	0.695
	PU2	0.793
	PU3	0.807
	PU4	0.675
Interesting content	IC1	0.786
	IC2	0.752
	IC3	0.742
	IC4	0.798
Quality of comments	QLC1	0.681
	QLC2	0.824
Quantity of comments	QNC1	0.764
	QNC2	0.622
	QNC3	0.769
Key opinion leader	KOL1	0.837
	KOL2	0.760
	KOL3	0.812
Purchase intention	PI1	0.740
	PI2	0.710

4.3 Reliability analysis

Cronbach's Alpha test was used for studying reliability analysis, the higher the alpha value, the higher the reliability of the questionnaire, and vice versa. According to the research of Peterson (1994), as long as the alpha value reaches 0.60, the reliability of the measurement is acceptable, the reliability standard set in this study is with alpha value ≥ 0.60 , it means that as long as the alpha value of this study is greater than 0.60, the reliability of this scale is valid. The item of IN3 was excluded before the reliability test, so only use IN1 and IN2 to compute the alpha value of informativeness. Table 11 shows that the seven constructs have the Cronbach's alpha value ranging from 0.688 to 0.862, so it indicates that the scale used in the questionnaire is acceptable and the questionnaires were reliable.

Table 11. Cronbach's Alpha values of constructs

Variables	Cronbach's alpha	N of items
Informativeness	0.697	2
Perceived usefulness	0.822	4
Interesting content	0.862	4
Quality of comments	0.688	2
Quantity of comments	0.745	3
Key opinion leader	0.840	3
Purchase intention	0.704	2

4.4 Hypotheses testing

The six independent constructs in this research were tested by using multiple linear regression analysis. The Table 12 shows that the significance value of the model is 0.000, which is lower than 0.05. So, there is a significance relationship between the six independent variable and the purchase intention.

The model shown in Table 13 displays that the Adjusted R²=0.607 of informativeness, perceived usefulness, interesting content, quality of comments, quantity of comments and key opinion leader, so they have moderate impact on purchase intention. The closer the R square and adjusted R square means that the more stable the data is.

In coefficient analysis, the relationship between independent and dependent variables are shown in Table 14. The p-values of Informativeness (p =0.616), interesting content (p = 0.396) and quality of comments (p = 0.283), which are greater than 0.05, so these independent variables do not have a significant relationship with the dependent variable purchase intention. The p-values of perceived usefulness (p = 0.006), quantity of comments (p = 0.032) and key opinion leader (p = 0.018), which are lower than 0.05, so they have a significant relationship on purchase intention. The results of testing the individual hypothesis are summarized in Table 15.

Table 12. ANOVA (b)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	555.708	6	92.618	51.019	0.000(a)
Residual	341.287	188	1.815		
Total	896.995	194			

a. Predictors: (Constant), Key opinion leader, Informativeness, Quality of comments, Quantity of comments, Interesting content, Perceived usefulness

b. Dependent Variable: Purchase intention

Table 13. Model summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.787(a)	0.620	0.607	1.34735

a. Predictors: (Constant), Key opinion leader, Informativeness, Quality of comments, Quantity of comments, Interesting content, Perceived usefulness

Table 14. Coefficients (a)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.401	0.270		1.488	0.138
Informativeness	0.038	0.076	0.038	0.503	0.616
Perceived usefulness	0.137	0.050	0.254	2.755	0.006
Interesting content	0.040	0.047	0.077	0.851	0.396

Quality of comments	0.086	0.080	0.088	1.076	0.283
Quantity of comments	0.131	0.061	0.179	2.158	0.032
Key opinion leader	0.145	0.061	0.230	2.391	0.018

a. *Dependent Variable: Purchase intention*

Table 15. Results of the hypotheses testing

Hypotheses	Result
H1: The informativeness of short video has a positive relationship on consumer purchase intention.	Not support
H2: The perceived usefulness in short video has a positive relationship on consumers purchase intention.	Support
H3: The interesting content in short video has a positive relationship on consumers purchase intention.	Not support
H4: The quality of comments of short video has a positive relationship on consumers purchase intention.	Not support
H5: The quantity of short video comments has positive relationship on consumers purchase intention.	Support
H6: Using famous people (KOL) on short video has a positive relationship on consumers purchase intention.	Support

5. Discussion

5.1 Informativeness

The hypothesis H1 states that the informativeness of short video has a positive relationship on consumer purchase intention. However, the H1 is not supported in this research and the result was contrary to the expected hypothesis. The research by Jin and Lee (2012) found that informativeness has little bearing on the likelihood of making a purchase. Informativeness was articulated by Amman, Salt and Jordan (2018) as the extent to which a firm can provide adequate information based on which customers can make better purchasing decisions. However, this was not supported in this study.

The reason is when purchasing low-involvement and low-cost goods, people do not want to dig for a lot of details (Han, 2014). In online decision-making, informativeness is a big problem. Because of the sheer volume of information accessible on social media, making it impossible to access all the available information (Powers et al., 2012), so it might explain the reason informativeness has no significant effect on the purchase intention in this study. If brands are competing for market share and producing a lot of content, the marketing message will be overloaded and will not attract the attention of more consumers. As a result, some of the product information in cosmetic short video, such as ingredients, raw materials, etc., customers may not focus on what ingredients the cosmetic contain and they may be more focused on whether the cosmetic are suitable or useful for them.

5.2 Perceived usefulness

According to the results of this study, the hypothesis H2 about perceived usefulness in short video has a significance relationship on consumers purchase intention is supported. This result is consistent with the findings of some other previous studies. Yüksel (2016) has mentioned that if consumers believe the information provided in the video will improve their purchasing performance and reduce decision risk, then they will consider the content of the video to be useful, consumers are more likely to use online cosmetics video to perceive the function, quality or suitability of cosmetics. Therefore, the perceived usefulness has an effect on their purchase intention. Lin, Chen and Zhan (2022) mentioned that for online product transactions, perceived usefulness significantly influences purchase intention as consumers are able to learn about or purchase products in a shorter period of time, thus reducing the time or cost of searching. Consumers are more likely and easy to find the suitable products for them, including cosmetics by using online cosmetics short video, where they can learn about cosmetics or how to buy them without having to visit an offline cosmetics retail shop. The result of Nuryanto et al (2020) shows that perceived usefulness has the greatest impact on consumers' interest in providing online shopping. Consumers' understanding of the usefulness and availability of cosmetic products by the use of short videos influences their purchase decisions and purchase intention. Using short online cosmetic videos is useful as it is a quicker and easier purchase channel and provides the ability to access product quality and information. As a result, these perceptually useful cosmetic short videos create more demand for consumers and can provide a new sales opportunity for the cosmetics companies.

5.3 Interesting content

The results of the study prove that interesting content in short videos does not positively influence consumers' purchase intention. This is not the same as the hypothesis H3 at the beginning. Li et al (2019) argue that the number of short videos each consumer swipes to each day is limited, but the number of new short videos added each day is extremely large, so improving the fun of short videos is what makes it stand out. This has the same starting point as the hypothesis at the beginning of the experiment. Interesting content significantly influences the relationship between short videos and consumer attitudes and will play a mediating role in the relationship between short videos and purchase intention. There are also empirical research showing that high promotional attention reinforces the effect of interesting content on attitudes, while transitioning the mediating relationship between interesting content and purchase intention (Lin and Chen, 2017).

The results of Xu et al (2020) indicated that the interestingness of videos is partially mediated with consumers' purchase intention through perceived pleasure and perceived arousal. The results of this experiment are inconsistent with the hypothesis for the following possible reasons: consumers' perception of video fun may only affect their

feelings and mood when watching short videos, and interesting clips may attract consumers to watch but have no direct effect on consumers' purchase intention. So, this result gives a very important value that the factor of interesting content does not influence consumers' purchase intention in cosmetic short video.

5.4 Quality of comments

The hypothesis H4 states the quality of comments of short video has a significance relationship on consumers purchase intention. Chen et al. (2016) commented that the quality of online comments exerts a significant impact on the purchase intention, and the higher the quality of comments, the greater the impact on consumer purchase intention. However, the H4 is not supported in this research and the result was contrary to the expected hypothesis. The opposite finding in this study might be, firstly, in this study majority of respondents were female, as cosmetics are a necessity for most female consumers in their daily life, they may have a certain level self-awareness of cosmetic products. Therefore, the quality of other consumers' comments in the cosmetics short video does not directly affect their purchase intention. In addition, comments on cosmetic short video may contain the comments which are content unrelated to products or unclear. Therefore, consumers may think that the quality of comments in cosmetic short video is not effective in helping them make purchase decisions and does not impact their purchase intention. Therefore, the quality of the comments may not be an important factor in short video in promoting cosmetics, as each person has a certain self-opinion and knowledge about cosmetics. This result gives a very significant contributions to marketer that the quality of the comments may not be an important factor in the cosmetic video field, but other factors will be more important, like the quantity of comments on cosmetic short video are show in hypothesis H5.

5.5 Quantity of comments

The results of the study prove that the quantity of comments in short videos has a positive relationship with consumers' willingness to purchase, which is consistent with the hypothesis H5 proposed in this study. It means that the higher the number of comments in short videos and the higher the credibility and popularity of the online community, the more consumers can trust the products or services in short videos. This finding is consistent with Zulkifli et al (2017), where the quantity of online comments not only influences consumers' purchase intentions but also defines the number of repetitions of consumers' product reviews, which reflects the popularity of the product among consumers. Most people feel that they may need a reference to support their opinion when shopping to avoid making a wrong choice, and the quantity of reviews online is an indication of the value of a product. The number of these reviews is a very important source of information for consumers. The study by Chen et al (2016) states that the number of comments will not only provide consumers with more information but also represent the popularity of this short video.

Nguyen and Nguyen (2020) argue that the number of reviews directly influences the decision of most customers, who are more likely to trust the choices of most other

customers, the majority opinion of goods and services, rather than the store's recommendations. This view is consistent with the results of this study. When users shop on short videos, the number of product reviews is one of the important reference data for consumers, and it represents the result of the majority choice.

5.6 Key Opinion Leader (KOL)

According to result, the hypothesis H6 of KOL has a significance relationship on consumers purchase intention was support. According to Che, Cheung and Thadani (2017), KOLs are found to have a major impact on consumers' trust and purchase intention when it comes to s-commerce platforms. They looked at the effects of KOLs on confidence, for example, and discovered that they have a positive influence. Experts in their fields, KOLs are often consulted for advice and recommendations. Furthermore, Algi (2018) discovered that KOLs have been found to be strong influencers of consumer trust and thus purchasing intention.

The public's demand for professional beauty is growing, and their access to information has changed from the recommendations by general consumers to the recommendations by famous people such as key opinion leaders. As a result, KOLs are more likely to attract audiences in the relevant fields, and their advertising content, which is mostly in the form of experience sharing and knowledge dissemination, eliminates the public's psychological rejection and mistrust of advertising. When faced with a complex array of product information and brand gimmicks, the general audience is more likely to feel overwhelmed and needs a competent person to guide them in their choices. Through social media platforms, KOLs establish a two-way communication link with their followers. In Mainland China, due to the impact of the epidemic, online live broadcasts have become popular, and a number of well-known KOLs have been born. Among them, a male beauty anchor is very popular on social networks by virtue of his professional evaluation of lipsticks, his handsome appearance, eloquence and so on. There are 34.15 million fans on Tou Tiao and Tik Tok, and 6.95 million fans on Little Red Book. Almost every video has tens of thousands of likes and comments. In the process of interaction, the views expressed and the daily sharing of KOLs will gradually reinforce their sense of identification with them. Therefore, KOL influences their purchase intention.

5.7 Practical Contributions

This study gives very significant contributions to marketing professionals in cosmetic companies develop short video strategies that appeal to consumers. The factors, perceived usefulness, quantity of comments and key opinion leader of cosmetic short video which marketing professionals of cosmetic industries need to consider and focused on. Here are some suggestions to marketing professionals of cosmetic industries that may help them improve the effectiveness of their cosmetic short video.

Marketers need to show some useful information about makeup products in short videos such as the type of people the cosmetic product is suitable for and the skin quality it is suitable for, how long the cosmetic product lasts for or how the cosmetic

product is used, etc. in order to broaden the consumers' knowledge or usage of the products instead of telling customers about the ingredients, history or size of a cosmetic product in the video. So that consumers can be driven to buy makeup products in a short time to improve the efficiency and performance of their short videos.

The quantity of comments will directly affect consumers' willingness to buy cosmetic products. Increasing the hit rates of the short video so that more consumers are interested in giving comments to it. They can respond positively to consumers' comments in the short video to promote positivity towards the comments, and they can set up a prize draw in the comments section, for example, when the short video reaches 300 comments, the company will randomly select 50 commenters to give away a cosmetic trial or a cosmetic discount coupon from this short video to encourage customers to comment on the video more often.

Finally, increased use of key opinion leader in the cosmetic short video can not only add influence to the short video, but also get more trust from consumers and attract them to buy cosmetics by short video. Marketers can look for representative KOLs to shoot short videos for them. Marketers can also look for KOLs who have a certain number of followers on social media platforms such as Bilibili, Microblog and Tik Tok to shoot their short videos.

In addition, this study contributes to theoretical research in using short video in promotion, marketing and advertising. The model proposed here let academics to consider and study different perspectives in evaluating the effectiveness of using short video. The results gave a very good example in theory that word-of-mouth concerns more in quantity rather than quality which is also practical in other side. The model used TAM approach further enhances the applicability of this model in evaluating issues online and motivate more scholars to use TAM for studying factors concerning short video.

6. Limitations and Recommendations

The limitations of this study are discussed below. First, the collected data of this study is 195 respondents, it may not fully reflect the situation of each cosmetic short video watchers, and as the sample size is small, so it may not accurately reflect the factors in cosmetic short video that affect the purchase intention of these respondents in Mainland China. So, it is suggested to increase the number of responses to maintain the reliability and validity of the collected data in future research. Secondly, this study may only be applicable to whole Mainland China and may not be convincing in other areas. Thirdly, this study did not conduct on a specific brand or category of cosmetic products. Future research needs to do on specific cosmetic product and other cities or countries to compare the results. Finally, most of the responses of this study are in the age of 17-35, so the future studies can try to conduct research to collect more responses in other age groups of consumers.

7. Conclusion

As a result of this study, it can be found that the informativeness, interesting content, and quality of comments of short video have no relationships on consumers' purchase intention. While the perceived usefulness, number of comments, and the famous people (KOLs) of short video have positive relationship on consumers' willingness to buy.

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