Research on the Implantation and Dissemination Strategy of Short Creative Advertising Videos in the New Media Era

Yifei Li
Department of Fine Arts, International College, Krirk University, Bangkok, Thailand
elaine5885@163.come

Eryong Liu
Department of Fine Arts, International College, Krirk University, Bangkok, Thailand
13903479450@163.com

Article History	*Abstract*
	Interconnections and communication in social media enhance information dissemination. Business firms leverage social media as an advertising platform for their products, brands and services. As interactive multimedia is more captivating than other media forms, short and creative advertising videos are recently used as an effective marketing tool. This work proposes a framework that taps the features of video advertisements along with social networking properties like network clusters and network degrees to determine the transmission and retransmission of video between primary and secondary-level clusters. The degradation in retransmission is estimated using the connections and their influence computed as the connection coefficient between the nodes. The proposed framework is validated on Facebook advertisement videos by assessing its efficacy in disseminating and implementing the products. The detailed experimentation reveals that the proposed model is much more effective in determining the dissemination and implementation of the video content with an average mean square error of 0.24. The work is robust and versatile, and it could be deployed to other social media networks by customising the estimation of transmission and retransmission rates.

1. Introduction

In the past two decades, China's sustainable and rampant economic development has brought a remarkable change in business and marketing strategies. Recent days have witnessed a tightly woven connection between the customers and the business firms established through short video pan-entertainment to imbibe a positive brand attitude [1]. The emergence of WWW and social media has opened new ventures of communication with the people and among the people, which created a fresh notion for business firms termed Social commerce [2]. More specifically, Social commerce is realised on the internet in two flavours. Firstly the business is done by adding social networking features to classical e-commerce like Flipkart, Amazon, etc [3]; secondly, by embedding commercial features in social network sites, a very recent development like TikTok, live streaming etc. [4]. It can be sensed that the rate of internet users and online shoppers is near saturation. More creative and short video advertising has emerged as a new but typical type of video commerce to monetise users' traffic.

A recent report by QuestMobile stated that creative and short video advertising revenue reached CNY 50.37 billion in 2021, ranked top among all other advertising forms. This is possible because of the three properties: (1) The creative and short videos attract the users and aggregate the user traffic into the e-commerce sites [5]. (2) The production costs for such video content are significantly less than other modes of traditional advertising. (3) They establish themselves in better brand building by information dissemination in a more effective manner [6]. Figure 1 shows the comparative analysis of production costs for short videos and television videos in the years 2019 and 2021.
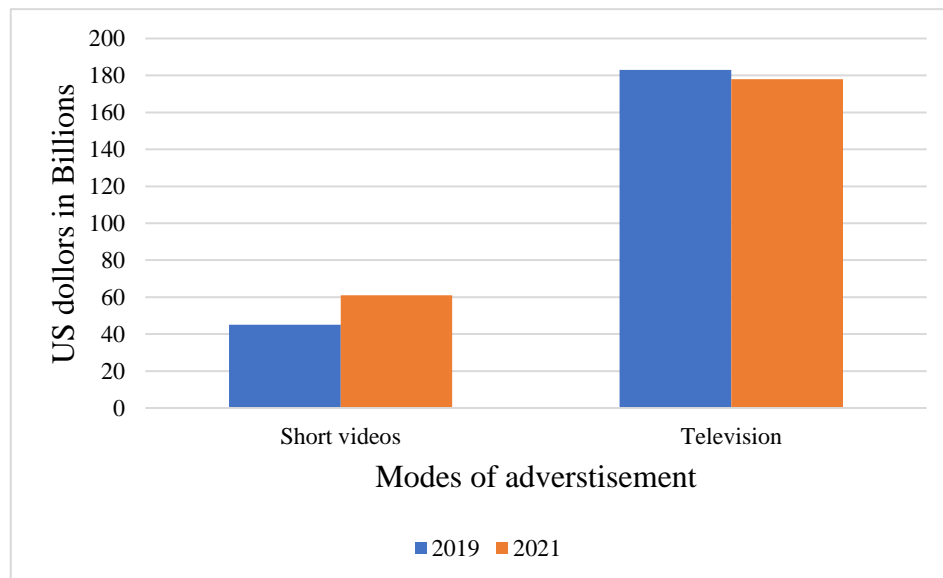

Figure 1. Comparison of Expenditure in Advertisements between the Television Industry and Short Videos in Social Media

The reports of Rakuten, an e-commerce-based electronic business firm, stated that nearly 66.1% of the population assess and recommend products regularly on social media. This is a sign of community interactions and e-commerce activity through social media [7]. At the same time, a few markets have witnessed social fatigue, where a significant drop in several recommendations by people on social media [8]. Despite these business benefits, the field of creative and short video-making in business is still in its stage of infancy. Only a few factors were explored and lacked significant scientific research findings. Also, most research focuses only on short and creative video advertising case analyses. There still need to be frameworks or formalised methodologies for exploring the influence and impact of short creative videos in information dissemination as an advertisement mode.

1.1 Strategy of Short and Creative Video Marketing

Modern-day consumers have increasingly comprehensive options for choosing their products or brands. This poses a significant challenge for advertisers to effectively compress their content to promote their products and services. Short but creative video clips are gaining popularity as internet users seek a visual appeal for products. The video marketing strategy should undergo the phases shown in Figure 2.
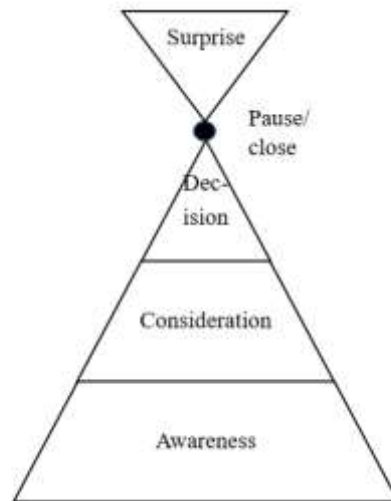
Figure 2. Phases of Video Advertisements

• Awareness: This is the initial phase of the video that should talk about the topic of interest and trigger or limit the existing problem. This can create awareness or education about the brands or introduce the services [9]. The opportunity or opportunity is defined. Videos in this stage are intended to attract the viewer and introduce the brand to the viewers.

• Consideration: This video phase should educate the viewer and guide them appropriately. The video can either be an explainer or provoking [10]. The viewers will be considering the potential solutions for the problem exhibited in the video. They may be seeking recommendations and analysing product reviews to find effective solutions.

• Decision: This part of the video should strengthen the prospects of the viewers to get inclined to the product or service [11]. This can be a testimonial video. After this phase, the video will have a short phase. The solution is almost discovered. The video should now present the prospects of the product or brand with proof of customer satisfaction level. In addition, the video should prove why the advertised product or service should be preferred over its competitors.

• Surprise element: The surprise element will delight the audience with an unexpected fact about the product, company, brand or service.

Thus the strategy for video development is an inverted funnel-shaped with a delight element. The delight element will attract the viewers with creative content in it. The last part of the video is more important for making the advertisement more innovative.

1.2 Steps in Creating Short and Creative Advertisement Videos

Creating short video clips for advertisements will generally follow the steps mentioned in Figure 3.
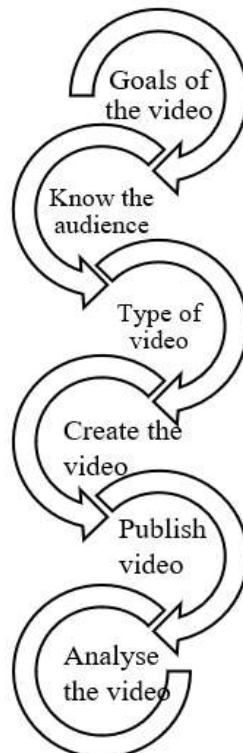
Figure 3. Steps in Video Creation

• Know the video's goals: The content creator must be very sure of the goals before building the video. A fail-proof method is to apply Specific, Measurable, Attainable, Relevant, but Time-bound (SMART) goals [12]. The video advertisements should focus on the following traits before fixing the goals:

- ✓ Attract viewers.
- ✓ Increase awareness about the brands.
- ✓ Increase the click-through rates.
- ✓ Increase traffic to the e-commerce website.
- ✓ Increase total sales revenue.
- ✓ Social engagement.

• Know the audience: Any mode of advertisement are successful only if it reaches the intended audience. The mindset of the audience must be known to the content creator. A proper understanding of the audience, their opinions and social class are a few details that must be focussed on [13]. In addition to this, the advertisement videos must be categorised based on the following:

- ✓ Demographics: The factors like gender, age, income, location, occupation, and education level of the viewers must be considered to segment the audience based on demographics.
- ✓ Psychographics – The viewers are categorised based on their behaviours, interests, needs, hobbies, lifestyle, values, problems, emotions and attitudes.
- ✓ Location – The viewers are divided based on their geographic location.

• Type of Video: The type of video is determined based on the platforms the video will be shared, like YouTube, Facebook, Twitter, Snapchat, Instagram, E-publications, and LinkedIn. Some of the common types of videos are given in Figure 4.
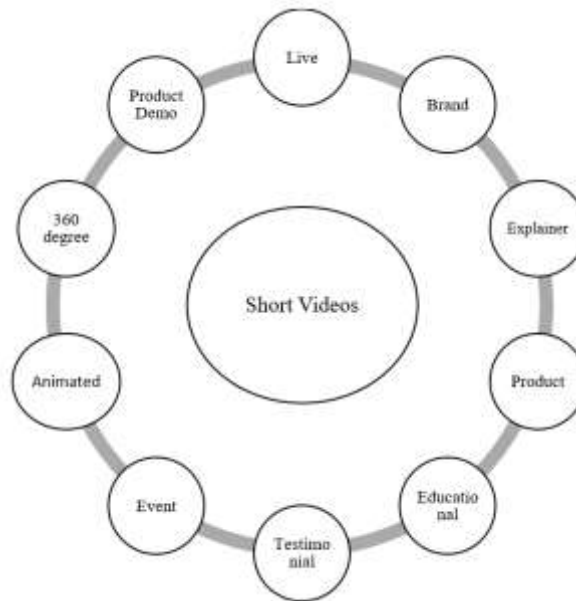
Figure 4. Types of Videos

✓ **Live videos** are not helpful for advertising; however, they will build trust between the brand and the audience. This is very economical and requires significantly less workforce.

✓ **360-degree** or **immersive videos** help the viewers look in all directions to get an inclusive experience at a particular location or event.

✓ **Product Demo videos** demonstrate the working of the advertised product or service.

✓ **Animated videos** or graphics videos convey the information correctly to the audience more appealingly. These type of videos makes the advertisement and brand memorable.

✓ **Brand video** advertisements attract the audience and construct positive opinions about the product or service. These videos focus on the brand's mission, vision, products and services.

✓ **Event videos are commonly presented** at conferences, expert discussions, or other forums. They have a greater level of detail to build trust with the viewers.

✓ **Explainer** videos are used to describe business plans and ideas. The content presented in these videos should focus on what the product and services are about.

✓ **Educational videos** can create awareness and disseminate knowledge among the videos. This can bring out the actual value of the products and services, which in turn positively impacts the advertising brands.

✓ **Testimonial videos** will build customer trust and credibility through case study videos about happy customers. This will make a profound impact on people's purchase decisions.

✓ **Product videos** will showcase the benefits and features of the product.

• Create a compelling video: The advertisement videos need a very good script with a clear purpose. Description of the scenes, properties and characters must be precise and well-planned. The content of the video must be creative and sound natural to the audience. The short videos must be interactive, mobile friendly, attractive, capable of being supported by multiple platforms, not confined only to limited types of people and inspiring to the viewers. The videos must be captivating and humorous, thus increasing the website's traffic.

• Publish your video: The video must be edited and organised before uploading to social media. Focus on attracting the audience on Youtube, websites, and other social media platforms.

• Analyse your campaign: Perform an in-depth analysis of the results of the video about the impact created by the video using the performance metrics. This will help content creators and business firms to revisit their ideas.

The art of creating short and creative videos for advertising products has numerous benefits. The brand implantation and dissemination of the products advertised through shorter and more creative videos are very influential among internet users.

1.3 Role of Search Engine Optimisation

The dissemination and implantation of videos greatly depend on the performance of search engines [14]. Optimised search engines can act as invaluable tool for advertisers and marketers. Recent studies indicate that around 64% of users depend on search results for their shopping, and 71% visit the retailer application or website to make their purchase decisions [15]. This indicates that the optimisation of search engines is an essential factor in the dissemination of advertisement videos. On the other hand, websites built with video content are accessed better than others, and search engines rank video-based webpages with higher ranks [16].

Though short and creative videos are an effective marketing strategy, a well-formalised way of information dissemination on the internet will improve the brand's business. This work focuses on proposing an information dissemination and implementation strategy for short, creative advertisement videos by considering various networking parameters and opinion mining. The primary objectives of the present work are:

(1)Evaluation of video parameters for measuring the interest created by the video content in the viewers;

(2)Video dissemination and implantation framework that considers the intensity of user interests that determines the following cluster-level nodes to build the network;

(3)Empirical validation of the proposed framework.

The article's organisation is as follows: Section 2 briefly reviews the current work. Section 3 describes the proposed framework with a detailed architecture diagram. Section 4 presents the experimental evaluation and actual results. Finally, section 5 concludes the article with future enhancements.

2. Literature Review

This section presents a brief literature review of the works on short video marketing. Yani Xiao et al. combined the creative short videos' content characteristics and theories of purchase intention to establish a comprehensive research model [17]. The questionnaires are used to analyse the data based on the perceived usefulness, delight and user involvement. A notable work by Gao-fu Liu et al. used short videos in social media to analyse the impact of brands based on consumer attitude [18]. This work divides social media short video marketing and constructs a relationship model based on the dependent and independent variables.

Wanshan Han et al. presented a detailed review of short and creative video-making strategies for advertisements [19]. The work explains how short videos have evolved as a fresh marketing model. Also, the work describes corporate marketing, user marketing and online celebrity marketing. The generic structure of the video marketing strategy developed by Hrystyna Lipyanina et al. comprises of series of actions for achieving the targeted business goals [20]. The work includes a formalised algorithm for assessing the improvement in the impact of Higher Educational Institutions through video advertisement on Facebook.

Majdouline Mhalla et al. conducted a detailed study to understand the various platforms monetising their business through sort videos [21] through the "Tik Tok" application. It was observed that video-sharing applications must adopt new versatile methods to monetise their business and not depend only on advertising. A comprehensive study based on the transportation theory, with extended antecedent and consequence variables on short video marketing, was done by Xinyue Cao et al. [22]. The primary focus of the study is to find the relation between short videos in tourism marketing and the underlying mechanism of narrative transportation theory.

Lin Yuan et al. analysed the two major strategies followed in short advertising videos: Key Opinion Leader (KOL) and in-feed advertising on heterogeneous sellers [23]. The study was based on the product traffic through a short video app, Douyin (TikTok). The results indicate that the KOL is more effective among the two as it harnesses much larger cumulative video exposure. Another significant study based on global B2C and C2C data investigates the association among short video advertising, price, customer satisfaction, sales and quality signals [24]. The results imply that the product's sales increased with better service quality and customer satisfaction.

Yujia Han et al. analysed the present situation in video marketing with tools like implantations, emotions and trends that aid in promoting new marketing strategies [25]. This work focuses on the sustainable development of business firms by considering the psychology and behaviour of the customers. Bondy Valdovinos Kaye et al. presents an interesting case study that examines the emerging internet company with new products using short videos through Tik tok application [26]. The co-evolution of the two applications, namely Douyin and TikTok, expands the strategies of adaptation of short videos in social media.

Xiao Chenchen et al. empirically analysed video marketing in Tik Tok applications to promote tourism [27]. The results indicate that Tik Tok significantly affects the tourists' perception of the image of the tourist destinations by fostering good intentions among the viewers of the short, interactive video. The empirical analysis of business models in video distribution in the Over The Top (OTT) platform is studied by Eun-A Par [28]. The work gives a proper taxonomy of the business models with various content distribution platforms: ownership, platform compatibility, vertical integration with content producers, revenue model and service type. Demi Shenrui Deng et al.'s study on social media users' responses to the short videos on Douyin uses the Message Interpretation Process [29]. The work discusses Topic modelling and quantitative and qualitative analysis to decipher the content retrieved from 81 wine videos.

Xuan Liu et al. proposed a new approach to producing short video clips and analysing their effectiveness based on comedy movies [30]. This work uses web-based facial-expression tracking to extract the viewer's emotional responses and predict their intentions to watch the comedy movie. The relevance between the sharing economy and the information and communication technology of the short videos is examined by Jifan Ren et al. [31]. The work proceeds by analysing consumer participation and emotional stickiness, which impacts the value of the video.

Ruihao Zhou et al. worked out a SWOT analysis of short video marketing to examine the trend in short videos [32]. The four dimensions this study considers are product, place, price, and promotion. The results indicate that the business realisation model of short videos is standardised. The work by Zongyi Zhang et al. explored the Tik Tok video streaming that transforms the infrastructural process by altering the powering relationships among the actors [33]. The short videos have fostered tourism in China apart from monetisation, content sharing, online education, etc.

A study by Rui Shi et al. investigated the characteristics of short video platforms that impact the willingness to share information about marketing information [34]. This study used structural equation modelling with mediating effect tests to conclude that service, system, and information quality are pivotal in establishing a marketing strategy. A new theoretical framework that describes the effect of short video advertisements on improving product sales is done by Jiaoju Ge et al. [35]. The experimental analysis on Douyin and Taobao with dynamic panel models showed that the comments on the advertisement attribute the vividness of the advertisement to increase product sales.

The detailed literature review shows that many works have focussed on analysing the impact of short creative video content in advertising the products, thus increasing sales. However, there needs to be more research in developing new potential frameworks that consider various aspects of short video advertisements from a viewer's perspective to implant and disseminate the brands. This work proposes one such framework that learns the user behaviour based on opinion polls and their interest in the played video to predict the possible next-level cluster network in the user's preferred contacts extracted from their social media profiles.

3. Proposed Framework for Information Dissemination and Implantation through Short Creative Video Advertisements

Social networking platforms have hundreds and millions of users who cooperate, interact, share and create information [36], [37] through status, photos, tags etc. The connections can either be friendly or fan base and can be tightly, loosely, dependently, or independently coupled [38]. Friends and follower lists are the first levels of connections, while mutual friends and people you may know are partial or secondary-level connections. This is a chained relation where every user will be treated as a node with connections at multiple levels. These connections are potential candidates for exploring the network cluster and degree for every user who could act as a potential influencer for next-level nodes, thus forming a cluster of networks. Information dissemination in clustered networks will be

faster than in linearly connected networks [39]. Figure 6 shows the proposed framework for information dissemination of short creative videos.
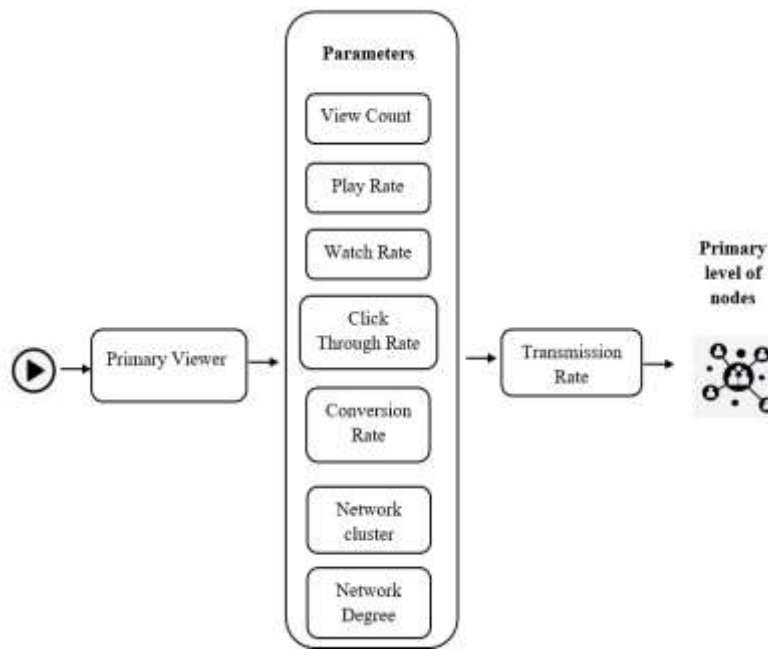

Figure 5. Proposed Framework for Dissemination and Implantation of
Short Advertising Video

The proposed framework assumes that the individual node I (viewer) can influence n others in the first-level connections, thus forming a first-level cluster. The node I will be the initial transmitter at a time, t = 0. Similarly, each node will transmit the information to its n friends in the first level with a probability p(n). The estimation of p(n) is a crucial factor in determining the quality and impressiveness of the video content. The retransmission of the video to the first level and next secondary level cluster is determined by various factors as mentioned below:

• View Count (VCi) determines the number of times the video has been viewed by node i.

• Play Rate (PRi) is the percentage of web page visitors who played and began watching the video.

• Watch Rate (WRi) indicates the period or length of the video people watch. Making short videos will help to get a better watch rate.

• Click Through Rate (CTR) is the percentage of viewers who click on the video and visit another web page.

• Conversion Rate (CRi) is the percentage of video viewers who turn out to be a customer.

• Network degree is the number of connections a viewer has with other people in social media networks, including friends, mutual friends, fans and followers. People with more connections are highly influential [40].

• A network cluster measures the density of connections in a social media network. A dense network is characterised by more nodes that are more friends and other contacts. They possess a high familiarity degree [40].

The transmission rate is estimated using Equation (1), which estimates the video's transmission probability by node I or viewer I to the first level of nodes.

$$\text{Transmission Rate } (TR_i) = P(VC_i \,|TR_i) * P(PR_i|TR_i) * P(WR_i|TR_i) * \tag{1}$$
$$P(CTR_i|TR_i) * P(CR_i|TR_i) * TR_i$$

The connection and coupling between the first and secondary levels of cluster nodes will not be the same. There will be degradation in TR_i between the primary and secondary nodes. Thus the TR_{is} of the video from the primary to secondary level of nodes is estimated by Equation (2).

$$TR_{is} = TR_i(1 - cc)^t \tag{2}$$

Here cc indicates the coefficient of coupling and connection determined by Equation (3), while t indicates the lapsed time between viewing and transmitting the video.

$$cc = \frac{\text{Friends}}{\text{Mutual Friends}} * \frac{1}{k_i(k_i-1)} \qquad (3)$$

Here, ki indicates the connectivity between the nodes, which is a measure of network cluster and the first term in Equation (3) is the sign of network degree. Depending on the closeness between the viewers and their mutual contacts, video transmission at a secondary level will happen. Thus, this framework will determine the transmission rate of the short creative advertising videos by establishing a network of primary and secondary-level clusters. The transmission and the retransmission rate are direct implications of the dissemination and implantation of videos in any type of social media.

4. Empirical Analysis of the Proposed Framework Using Facebook Data

The proposed framework for disseminating and implantation of short and creative advertising data is validated using data collected from advertisements on Facebook. The short videos of ten popular advertisements on Facebook and their transmission rates. Table 1 shows the descriptive statistics of the video ads on Facebook.

Table 1. Descriptive Statistics of the Parameters Influencing the Dissemination and Implantation of Video Advertisements

Advertisement	Mean View Count	Mean Play Rate	Mean Watch Rate	Mean Click Through Rate	Mean Conversion Rate	Mean Network Cluster	MeanNetwork Degree	MeanTransmission Rate	Mean Retransmission Rate
Ad1	756	0.54	0.34	0.45	0.69	0.67	0.56	0.68	0.58
Ad2	823	0.56	0.57	0.56	0.87	0.43	0.53	0.62	0.60
Ad3	872	0.46	0.47	0.32	0.45	0.45	0.4	0.56	0.53
Ad4	357	0.66	0.56	0.54	0.48	0.23	0.34	0.46	0.42
Ad5	863	0.57	0.67	0.62	0.68	0.47	0.57	0.52	0.49
Ad6	685	0.74	0.63	0.65	0.78	0.43	0.54	0.58	0.54
Ad7	639	0.46	0.56	0.64	0.62	0.64	0.61	0.64	0.59
Ad8	873	0.27	0.35	0.42	0.40	0.45	0.52	0.43	0.40
Ad9	782	0.83	0.78	0.67	0.64	0.55	0.59	0.57	0.49
Ad10	329	0.23	0.45	0.35	0.43	0.44	0.49	0.38	0.29

The transmission and retransmission rates are estimated using Equations (1) and (2), respectively. The individual analysis of every factor is graphically represented in Figures 6 to 10.
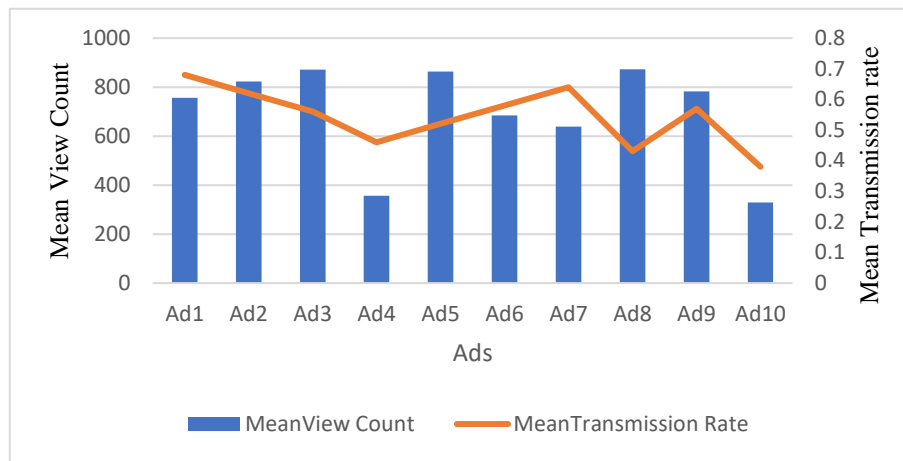
Figure 6a. Dissemination and Implantation of Videos through View Count- Mean View Count vs Mean Transmission Rate
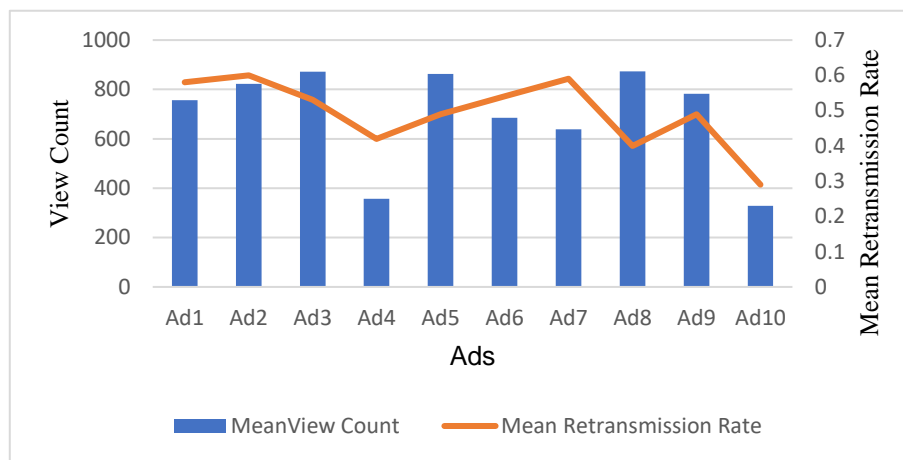

Figure 6b. Dissemination and Implantation of Videos through View Count- Mean View Count vs Mean Retransmission Rate
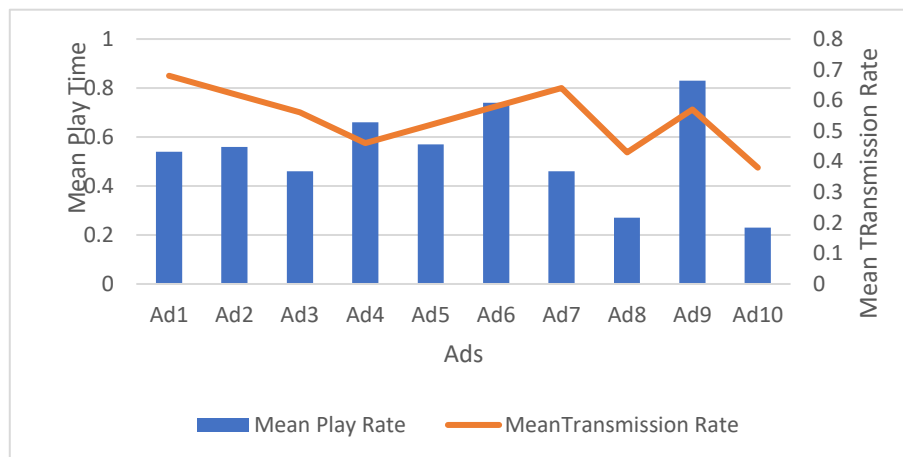

Figure 7a. Dissemination and Implantation of Videos through Play Time: Mean play Time vs Mean Transmission Rate
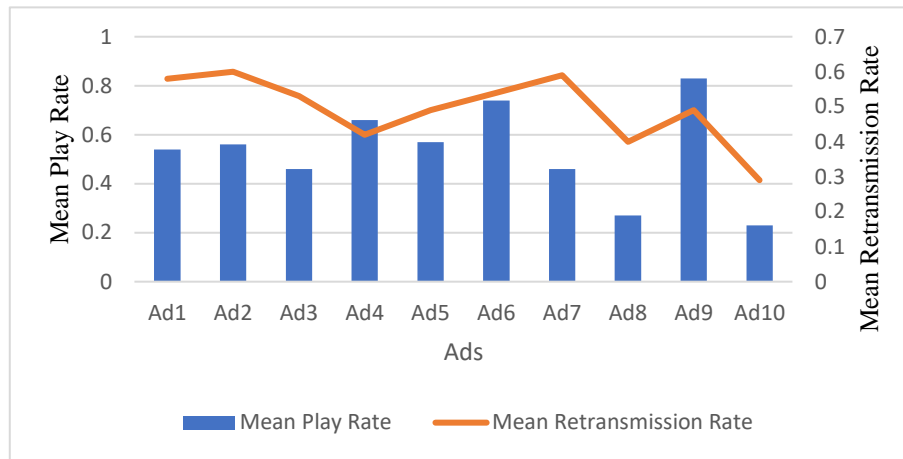
Figure 7b. Dissemination and Implantation of Videos through Play Time: Mean play Time vs Mean Retransmission Rate

Figure 6 shows that AD 4 and Ad 10 have the minor view count. But the transmission and retransmission rate of AD 4 is comparatively well placed because of its other factors like network degree and cluster factors. From Fig 7, it can be seen that Ad 8 and Ad 10 have low playing time. On the other hand, they have the same transmission and retransmission rate as Ad 4, which has high playtime. This is due to the increased number of views of Ad 8 and consistent performance in all factors of Ad10.
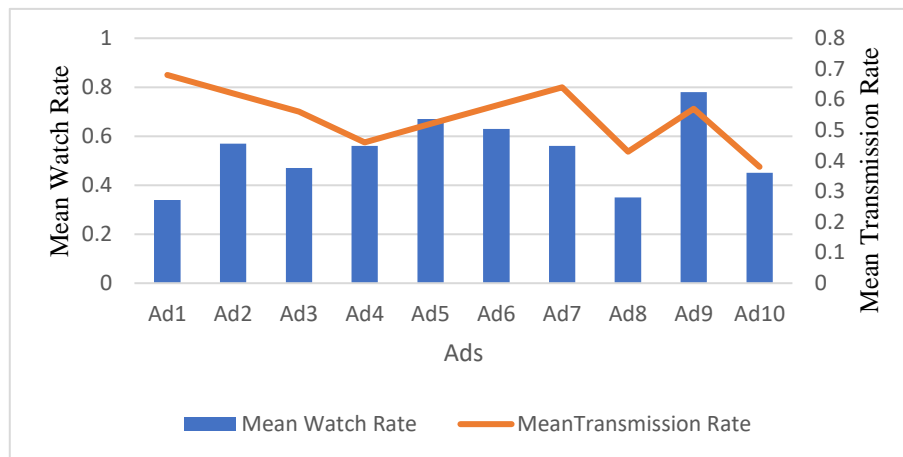

Figure 8a. Dissemination and Implantation of Videos through Play Time: Mean Watch Rate vs Mean Transmission Rate
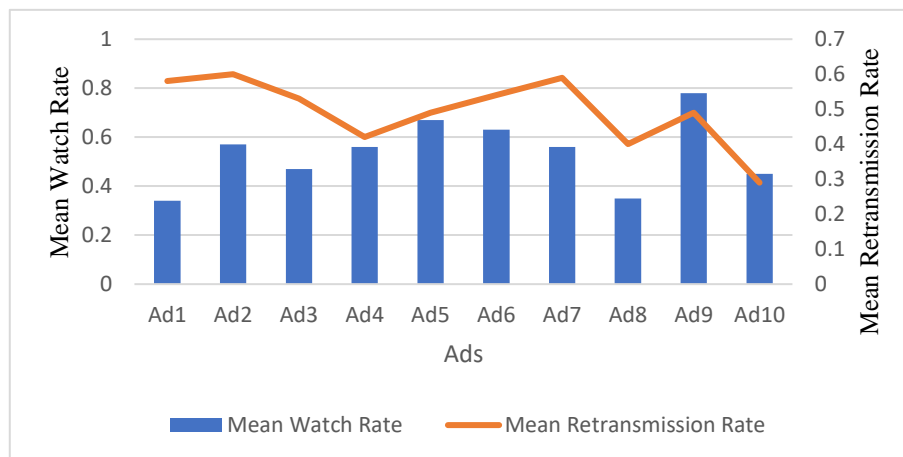

Figure 8b. Dissemination and Implantation of Videos through Play Time: Mean Watch Rate vs Mean Retransmission Rate

Figure 8 shows that Ad 8 has a low watch time; it has more or less the same transmission rate as Ad 4 and Ad 10. The retransmission rate of Ad 8 is more than Ad 10. It can be observed from Figure 9 that Ad 1 has a high transmission rate but a low retransmission rate as Ad 2. But Ad2 shows a better retransmission rate than any other Ads that were considered. Also, in Figure 10, It can be seen that Ad 1 has better conversion and transmission rates. But its retransmission rate fluctuates. In addition to the individual analysis, the work presents the estimation of the Mean Square Error between the actual dissemination of the ads and the transmission rate estimated using the proposed method. The results are shown in Figure 11. It is clear that the MSE of the short videos is lower, thus proving the model to be efficient in analysing the implantation and dissemination of short creative video advertisements.
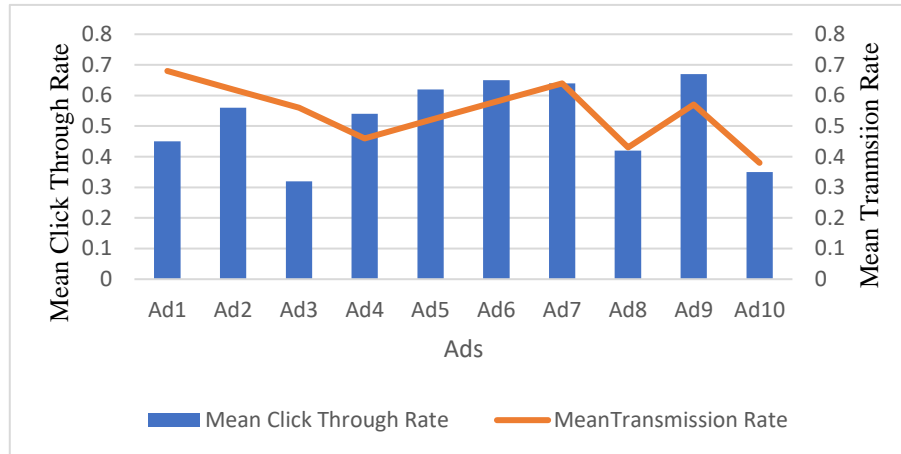

Figure 9a. Dissemination and Implantation of Videos through Click-through Rate: Mean Click-through Rate vs Mean Transmission Rate
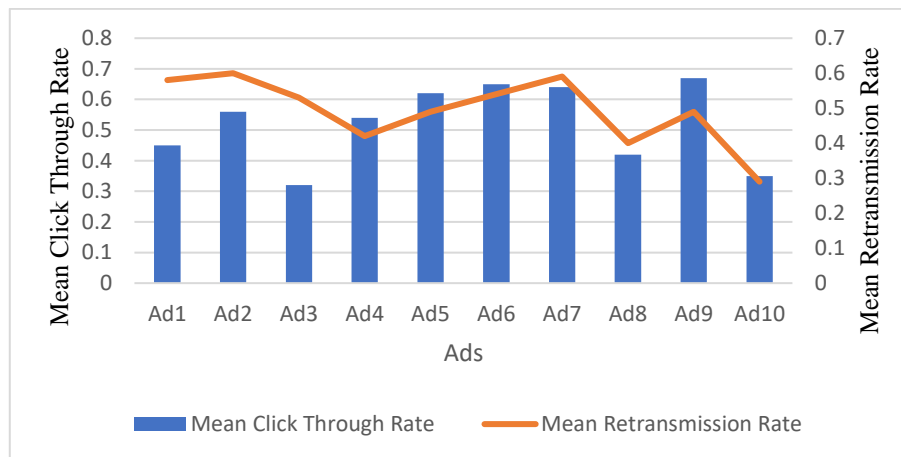

Figure 9b. Dissemination and Implantation of Videos through Playtime: Mean Click through Rate vs Mean Retransmission Rate
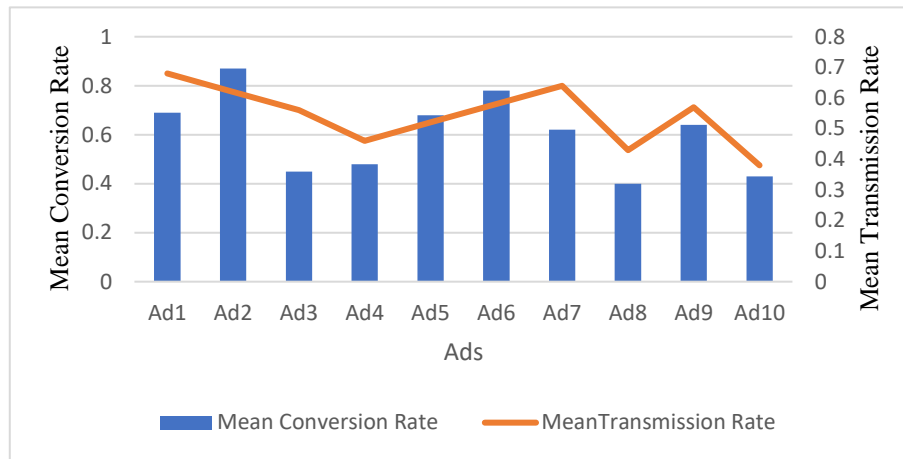
Figure 10a. Dissemination and Implantation of Videos through Playtime- Mean Conversion Rate vs Mean Transmission Rate
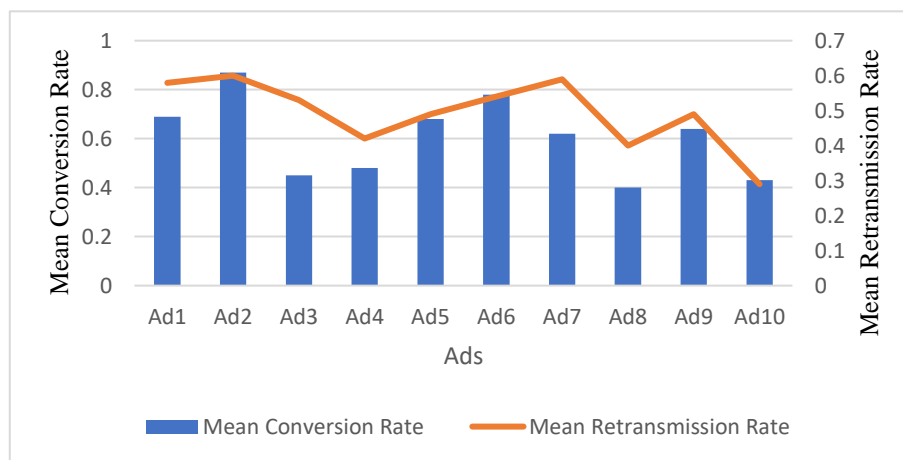

Figure 10b. Dissemination and Implantation of Videos through Playtime- Mean Conversion Rate vs Mean Retransmission Rate
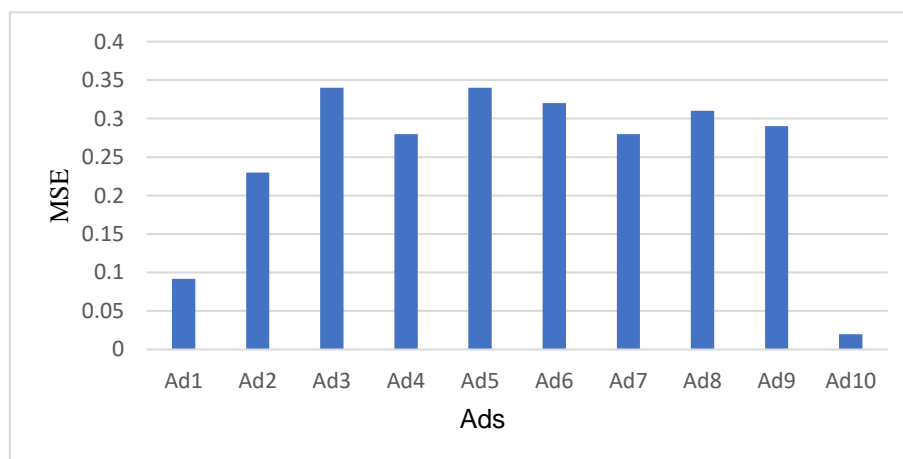

Figure 11. MSE of the ADs

5. Conclusions and Future Works

This research aims to develop a strategy to determine the dissemination and implementation of short and creative video advertisements in social media. The work discusses the significance and effectiveness of videos in advertising and business marketing. It delineates important control variables that govern the transmission dn retransmission of video advertisements. The proposed framework uses the node clustering method to build the transmission path of the video content. The nodes are classified into primary-level nodes, which include friends and contacts with tight connections, and secondary-

level nodes, which include mutual friends on Facebook. The retransmission rate of the videos is estimated by leveraging the network cluster and network degree, which determines the coupling between the contacts. The results of the MSE reveal that the proposed framework effectively analyses the dissemination and implantation of videos. This strategy is very robust that it could be deployed even in other social media applications.

References

[1] L.Yuan, H.Xia and Q.Ye, "The effect of advertising strategies on a short video platform: evidence from TikTok," *Industrial Management & Data Systems*, (ahead-of-print), 2022.

[2] A.M.AlFath and S.Harun, "The Impact of Educational Practices in Learning Comics and Video Media on Social Science Subjects as Alternatives in a Pandemic Period," *Educational Administration: Theory and Practice*, vol. 27, no.3, pp.1125‑1132, 2021.

[3] N.S.C.Lah, A.R.C.Hussin, N.Z.A.Rahim, and A.H.Busalim, "Social learning approach in designing persuasive e-commerce recommender system model," *Journal of Theoretical & Applied Information Technology*, vol.90, no.2, pp.77-85, 2016.

[4] P.Ritala, A.Golnam, and A.Wegmann, "Coopetition-based business models: The case of Amazon. Com," *Industrial marketing management*, vol. 43, no.2, pp.236-249, 2014.

[5] R.Sharda, D.Delen, E. Turban, J. Aronson and T. Liang, "Business intelligence and analytics," *System for Decision Support*, 2014.

[6] Y.C.Hsieh and K.H.Chen, "How different information types affect viewer's attention on internet advertising," *Computers in Human Behavior*, vol.27, no.2, pp.935-945, 2011.

[7] X.Zhang and S.M.Yuan, 2018, "An eye tracking analysis for video advertising: Relationship between advertisement elements and effectiveness," *IEEE Access*, vol.6, pp.10699-10707, 2018.

[8] N.Hajli, "Social commerce constructs and consumer's intention to buy," *International Journal of Information Management*, vol. 35, no.2, pp.183-191, 2015.

[9] S.Lee, A.R.Lee, S.M.Son and K.K.Kim, "Information and communication technology overload and social networking service fatigue: A stress perspective," *Computers in Human Behavior*, vol.55, pp.51-61, 2016.

[10] X.Liu., S.W.Shi, T.Teixeira and M.Wedel, "Video content marketing: The making of clips," *Journal of Marketing*, vol.82, no.4, pp.86-101, 2018.

[11] M. Savic, "Research perspectives on TikTok & its legacy apps| from musical. ly to TikTok: Social construction of 2020's Most downloaded short-video app," *International Journal of Communication*, 15, pp.22, 2021.

[12] A.Pai, "A picture worth a thousand words? Making a case for video case studies," *Journal of College Science Teaching*, vol.43, no.4, pp.63-67, 2014.

[13] V.V.Glushchenko, "Ergodesign and 'Specific', 'Measurable', 'Achievable', 'Relevant', and 'Time-Bound'(SMART) Technologies as Tools for The Formation of Innovative Leadership Programs," *ASEAN Journal of Economic and Economic Education*, vol.2, no.1, pp.23-34, 2023.

[14] C.S. Hendrix and W.H. Wong, "Knowing your audience: How the structure of international relations and organisational choices affect amnesty international's advocacy," *The Review of International Organizations*, vol. 9, pp.29-58, 2014.

[15] R.S. Bhandari and A. Banal, "Impact of search engine optimisation as a marketing tool," *Jindal Journal of Business Research*, vol. 7, no.1, pp.23-36, 2018.

[16] V.Rupapara, K.R.Thipparthy, N.K.Gunda, M. Narra and S.Gandhi, "Improving video ranking on social video platforms," In 2020 7th International Conference on Smart Structures and Systems (ICSSS), *IEEE*, pp. 1-5, 2020.

[17] Y.Xiao, L.Wang and P.Wang, "Research on the influence of content features of short video marketing on consumer purchase intentions," In 4th International Conference on Modern Management, Education Technology and Social Science (MMETSS 2019), pp. 415-422, 2019.

[18] G.F.Liu, P.C.Gao, Y.C.Li, and Z.P.Zhang,. "Research on the influence of social media short video marketing on consumer brand attitude," presented at 2019 5th International Conference on Social Science and Higher Education (ICSSHE 2019), pp. 433-438, 2019.

[19] W. Han, "Research on Short Video Marketing Model in the New Media Era," presented at 2022 International Conference on Comprehensive Art and Cultural Communication (CACC 2022), 2022, pp. 195-198.

[20] H.Lipyanina, S.Sachenko, T.Lendyuk and A.Sachenko, "Targeting Model of HEI Video Marketing based on Classification Tree," In ICTERI Workshops, pp. 487-498, 2020.

[21] M. Mahalla, J.Yun and A.Nasiri, "Video-sharing apps business models: TikTok case study," *International Journal of Innovation and Technology Management*, vol.17, no.07, p.2050050, 2020.

[22] X.Cao, Z.Qu, Y.Liu, and J.Hu, "How the destination short video affects the customers' attitude: The role of narrative transportation," *Journal of Retailing and Consumer Services*, vol. 62, p.102672, 2021.

[23] L.Yuan, H.Xia and Q.Ye, "The effect of advertising strategies on a short video platform: evidence from TikTok," *Industrial Management & Data Systems*, (ahead-of-print), 2022.

[24] P. C. Addo, S. K. Akpatsa., P. Nukpe, A. A.Ohemeng and N. B. Kulbo, "Digital analytics approach to understanding short video advertising in digital marketing,"*Journal of Marketing Theory and Practice*, vol.30, no; 3, pp.405-420, 2022.

[25] Y. Han, H.G. Kim and T. Lan, "The Impact of Multimedia Video Marketing on Consumer Psychology and Behavior," *Mobile Information Systems*, 2022

[26] D.B.V.Kaye, X.Chen and J.Zeng, "The co-evolution of two Chinese mobile short video apps: Parallel platformization of Douyin and TikTok," *Mobile Media & Communication*, vol.9, no.2, pp.229-253, 2021.

[27] X.Chenchen, Z.Yurong, H.Die and X.Zhenqiang, "The impact of Tik Tok video marketing on tourist destination image cognition and tourism intention," In *2020 International Workshop on Electronic Communication and Artificial Intelligence (IWECAI)*, pp. 116-119. 2020.

[28] E.A. Park, "Prevalence of business models in global OTT video services: A cluster analysis," *International Journal on Media Management*, vol..21, no,3-4, pp.177-192, 2019.

[29] D.S. Deng, S.Seo, Z. Li and E.W.Austin, "What people TikTok (Douyin) about influencer-endorsed short videos on wine? An exploration of gender and generational differences," *Journal of Hospitality and Tourism Technology*, (ahead-of-print), 2022.

[30] X.Liu, S.W.Shi, T.Teixeira and M.Wedel, "Video content marketing: The making of clips," *Journal of Marketing*, vol.82, no.4, pp.86-101, 2018.

[31] J.Ren, J.Yang M.Zhu, and S.Majeed, "Relationship between consumer participation behaviors and consumer stickiness on mobile short video social platform under the development of ICT: based on value co-creation theory perspective," *Information Technology for Development*, vol.27, no.4, pp.697-717, 2021.

[32] R. Zhou, "Analysis of Short Video Marketing Strategy and Industry Trend and Suggestions to Uploaders," presented at 2021 3rd International Conference on Economic Management and Cultural Industry (ICEMCI 2021), pp. 1934-1937, 2021.

[33] Z. Zhang, "Infrastructuralization of Tik Tok: Transformation, power relationships, and platformization of video entertainment in China," *Media, Culture & Society*, vol 43, no.2, pp.219-236, 2021.

[34] R.Shi, M.Wang, C.Liu and N.Gull, "The Influence of Short Video Platform Characteristics on Users' Willingness to Share Marketing Information: Based on the SOR Model," *Sustainability*, vol.15, no.3, p.2448, 2023.

[35] J.Ge, Y.Sui, X.Zhou and G.Li, "Effect of short video ads on sales through social media: the role of advertisement content generators," *International Journal of Advertising*, vol.40, no.6, pp.870-896, 2021.

[36] D.M.Boyd and N.B.Ellison, "Social network sites: Definition, history, and scholarship," *Journal of computer‐mediated Communication*, vol.13, no.1, pp.210-230, 2007.

[37] S. Zhao, S, Grasmuck and J. Martin, "Identity construction on Facebook: Digital empowerment in anchored relationships," *Computers in human behaviour*, vol.24, no.5, pp.1816-1836, 2008.

[38] Z. Katona, P.P.Zubcsek and M.Sarvary, "Network effects and personal influences: The diffusion of an online social network," *Journal of marketing research*, vol.48, no.3, pp.425-443, 2011.

[39]M.S.Granovetter, "The strength of weak ties," *American Journal of Sociology*, vol. 78, no.6, pp.1360-1380, 1973.

[40]Z. Katona, P.P. Zubcsek and M.Sarvary, "Network effects and personal influences: The diffusion of an online social network," *Journal of Marketing research*, vol.48, no.3, pp.425-443, 2011.