

# Exploring New Generation Marketing Strategies and Consumer Psychology through Short Video Marketing

Social media is ubiquitous among today's youth. "Short videos", featuring fragmented and high-density information, are now the primary channel for news and entertainment. This study investigates if short video marketing drives purchases, and whether these are "impulse buys" or based on actual needs. It also explores how these videos attract viewers and examines consumer acceptance.

## Research Content:

- Understanding short videos
- Exploring marketing methods
- Investigating purchase behavior
- Identifying key factors affecting purchase intention



## Recommendations:

- Enhance authenticity and transparency
- Select partners carefully
- Value consumer interaction

