The Impact of Women's Clothing Short Video Content Marketing on Consumers' Purchase Intention

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ABSTRACT

With the rapid changes in Internet technology, more and more companies are beginning to pay attention to the market dividends and potential space behind short video marketing. This study attempts to explore the five dimensions of women's clothing short video content marketing, namely the impact of informational content, entertainment content, interactive content, scene-based content and creative content on the purchase intention of potential target consumers and variables. At the same time, we try to introduce perceived functional value, perceived emotional value and cognitive needs as mediating variables. Questionnaire Star was used to collect data information, and a total of 300 valid questionnaires were collected. The data were processed and statistically analyzed with the help of Spss27.0 software. Hypotheses and research models are verified. The following conclusions were drawn after verification: (1) This study reveals a significant positive impact of women's clothing short video content marketing on consumers' purchase intentions. (2) The results demonstrate that perceived functional value and perceived emotional value play significant mediating roles in the relationship between women's clothing short video content marketing and consumers' purchase intentions. (3) Analysis of cognitive demands shows that while they have some impact on consumers' purchase intentions, it is relatively minor.

Keywords: Content Marketing, Purchase Intention, Perceived Functional Value, Perceived Emotional Value.

1. INTRODUCTION

In recent years, the People's Republic of China (PRC) has seen a rapid upgrade in its science and technology sector, integrating computers and mobile networks into most households. According to the China Internet Network Information Center (CNNIC), as of June 2023, the number of internet users in the PRC reached 1.079 billion, with an internet penetration rate of 76.4%. Additionally, short video users numbered 1.026 billion, with a 95.2% utilization rate (CNNIC, 2023). This expanding network has driven the rapid growth of online applications and new shopping methods, particularly accelerating the popularity of short videos. As the short video market matures, its traffic value has diversified. Engaging short videos provide entertainment, social interaction, and current trend information. Professional short video marketing content helps consumers learn about brands and products, aiding informed shopping decisions and

saving time and effort. Brand merchants favor short videos for their broad reach, precise targeting, impactful publicity, and cost-effectiveness. More merchants are establishing official short video accounts to disseminate marketing content, aiming to enhance purchase intent, customer participation, brand loyalty, and conversion rates.

In the women's clothing industry, short video content marketing is crucial due to the product characteristics like short life cycles, seasonality, and fashion trends. "Short video + e-commerce" has become a primary focus, with many enterprises establishing accounts and stores on short video platforms to engage consumers from product discovery to purchase. They create targeted content to engage their audience, prompting interactions and purchases through features like shopping carts and live broadcasts. The women's clothing industry maintains high engagement in short video marketing, making these platforms essential for content marketing strategies. However, challenges remain, such as inconsistent content quality, lack of consumer participation, personalization, and story continuity.

There is limited research on the impact of short video content marketing on consumers' purchase intentions in the women's clothing category. This study aims to explore the mechanisms, success factors, and drivers of consumer purchase intentions in this field, providing better guidance for the women's clothing industry in short video content marketing and promoting deeper discussions in content marketing.

2. LITERATURE REVIEW

2.1 Content Marketing and Consumer Purchase Intention

The role of content marketing in influencing consumer purchase intentions has been extensively explored across various contexts and demographics. Short video platforms have emerged as powerful tools in online sales and marketing, capturing significant consumer attention. Key findings in this area include: Thi Thuy T. A. N. et al. (2023) found that factors such as interesting content, perceived usefulness, and celebrity involvement significantly influence purchase intentions among Generation Z in Vietnam. Santy and Andriani (2023) demonstrated that marketing content on Instagram has a moderate influence on skincare product purchase decisions, with e-WOM playing a significant role when combined with marketing content. Israfilzade and Baghirova (2022) highlighted the effectiveness of user-generated videos over brand videos in driving consumer attitudes and purchase intentions on Instagram. Hwang and Lee (2022) proposed a SPICE model for music content marketing on metaverse platforms, emphasizing its potential to enhance user satisfaction and purchase intentions. Hardianawati (2023) confirmed the significant impact of affiliate marketing content on purchase decisions through TikTok. Chrisniyanti and Fah (2022) noted that social media marketing activities positively impact skincare product purchase intentions among Indonesian young adults, mediated by subjective norms and brand awareness.

2.2 Perceived Value and Consumer Purchase Intention

Perceived value plays a critical role in shaping consumer purchase intentions, especially in the context of new energy vehicles (NEVs), luxury goods, and green products. Petravičiūtė et al. (2021) showed that higher perceived value of luxury brands increases

purchase intentions, with functional value being the most impactful. Fan and Zheng (2022) demonstrated that perceived value of luxury goods on live-streaming platforms significantly affects customer engagement and purchase intentions. Han et al. (2023) revealed that cross-border e-commerce platform quality enhances perceived value, positively influencing purchase intentions, with trust playing a mediating role. Woo and Kim (2019) applied the multidimensional construct of green perceived value (GPV) to green food products, finding significant effects on attitudes and purchase intentions. Mathur and Gangwani (2021) emphasized the mediating role of perceived value in the relationship between perceived quality and purchase intention for private labels. Saepudin et al. (2023) explored the impact of perceived value and fashion motivation on the purchase intentions of eco-friendly, handcrafted fashion products. De Jesus et al (2024) showed apparel sustainability knowledge and green perceived value affect and mediate the consumer's green purchasing intention.

2.3 Cognitive Needs and Consumers' Purchase Intention

The cognitive needs of consumers significantly influence their purchase intentions, particularly in the context of product design and social commerce. Key findings include: Ruiz (2004) discussed how individuals with high cognitive needs handle complex information and make logical judgments, whereas those with lower cognitive needs rely more on peripheral influences. Dong and Ma (2018) suggested that companies should integrate anthropomorphic marketing methods and implement differentiated strategies based on consumer cognitive needs. Zhao and Zhu (2023) found that cognitive needs significantly influence the path from perceived usefulness to attitude and purchase intention in social commerce. Vu-Dung-Van et al. (2023) demonstrated that cognitive factors positively impact green purchase intentions, with attitude playing a mediating role. Kokila and Sampathlakshmi (2023) showed that product design strongly influences consumer cognition and affective states, impacting purchase intentions for electronic products.

These synthesis of literature highlights the multifaceted impact of content marketing, perceived value, and cognitive needs on consumer purchase intentions across various industries and demographics. Effective content marketing strategies, enhanced perceived value, and a deep understanding of cognitive needs are crucial for businesses aiming to influence consumer behavior and drive purchase intentions in the digital age.

3. THEORETICAL FRAMEWORK

The theoretical foundation of this study is based on the SOR (Stimulus-Organism-Response) model. This model consists of three main elements: antecedent variables (S) which refer to the stimuli from the physical environment, mediating variables (O) which encompass mechanisms like emotional cognition, and outcome variables (R) which represent the resulting behavioral responses. The SOR model highlights the influence of environmental stimuli on internal psychological processes, which subsequently trigger behavioral responses. It is widely utilized in consumer behavior studies. Qin Yang et al., 2019; Liang, X., Guo, F., Yu, F., and Liu, S. 2019; Wu, Y., and Huang, H. ,2023; Shang, Q., Ma, H., Wang, C., and Gao, L.,2023; Shi et al., 2023) Numerous studies have confirmed the efficacy of the SOR model in explaining consumer behavior.

The SOR theory aligns well with the focus of this research, presenting a congruent mechanism of action between the explored content marketing of women's clothing short videos and consumers' purchase intentions. To be specific, S (stimulus) pertains to the effective use of short videos of women's clothing enterprises to disseminate product-related information, allowing consumers to comprehensively and meticulously acquire informative content about the products and influence their decision to purchase. O (organism) pertains to consumer psychological states which could directly and indirectly affect the consumers' purchase intention. R (response) pertains to the consumers' purchase intention. Building upon the aforementioned analysis, this study considers women's clothing short video content marketing as the independent variable and consumer purchase intention as the dependent variable.

Women's clothing short video content marketing encompasses five dimensions: informational content, entertainment content, interactive content, scenario-based content, and creative content. The introduction of three mediating variables, perceived functional value, perceived emotional value, and cognitive needs, aims to investigate their role in mediating the relationship between women's clothing short video content marketing and consumers' purchase intention, thus forming the research paradigm illustrated in Figure 1.
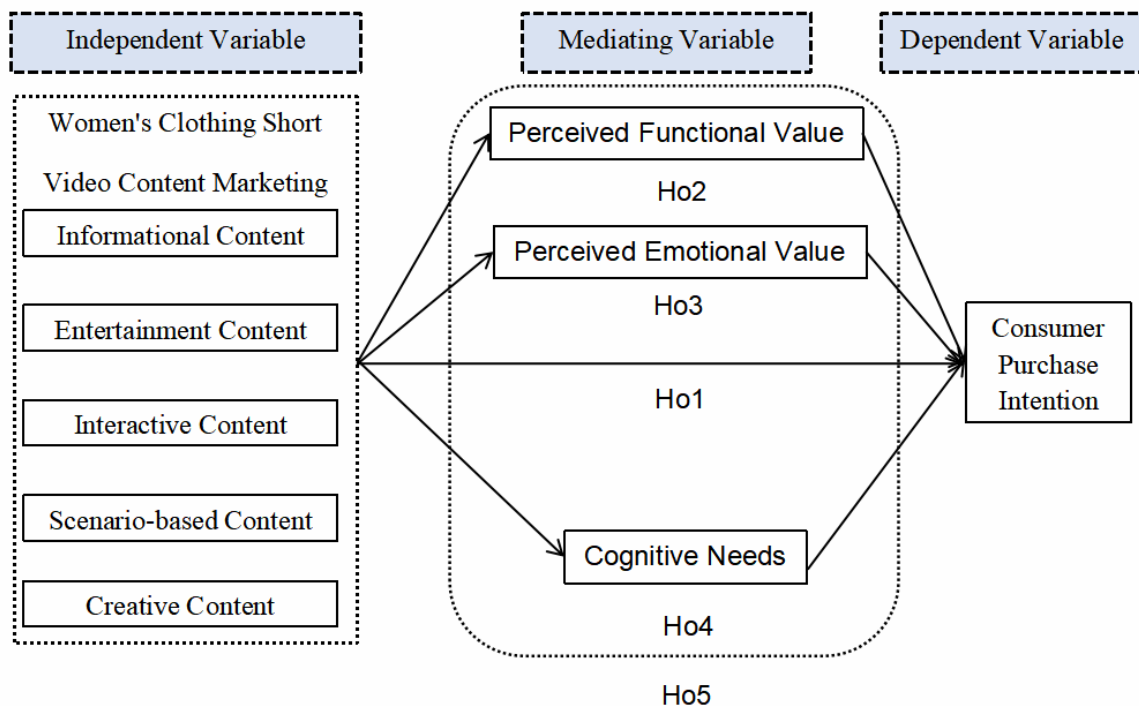

Figure 1. The Research Paradigm

4. OBJECTIVES OF THE STUDY

This study determines the impact of selected women's clothing video content marketing on consumer's purchase intentions. This problem is broken down into five specific problems, namely:

(1) Impact of women's clothing short video marketing on consumer's purchase intentions.

(2) Indirect impact of women's clothing short video content marketing on consumer's purchase intentions via perceived functional value.

(3) Indirect impact of women's clothing short video content marketing on consumer's purchase intentions via perceived emotional value.

(4) Indirect impact of women's clothing short video content marketing on consumer's purchase intentions via cognitive demands.

(5) A possible model that can be developed and can be strongly recommended in this study.

5. METHODOLOGY

5.1 Sampling and Data Collection

The study is a quantitative research design that test the hypotheses related to the impact of women's clothing short video content marketing on consumers' purchase intentions. It was conducted in Qingdao, Shandong, in the People's Republic of China. This study focused on three women's clothing brands, namely: HM, Uniqlo and Zara while the respondents were female consumers in Qingdao City, Shandong Province, in the People's Republic of China. All the respondents have watched women's clothing short-content videos on the three aforementioned brands (Douyin, Kuaishou) and other platforms or have purchased clothing items of the brand-names mentioned earlier. This study utilized the convenience sampling method used by Khoirunnisa, D., & Albari, A. (2023), Ligaraba, N., et al (2023), Sarin, N., & Sharing, P. (2023), and Wacharachaisophonsiri, P. (2023) in their research studies.

The principal survey instrument (Questionnaire) used in this study was distributed online by Questionnaire Star. The sample was determined randomly based on the size of the population in each district and county-level city. Finally, samples were drawn from each level and aggregated into the final overall sample size of 300 respondents. The responses to the survey instrument were structured on a five-point Likert scale, where "1" represents "strongly disagree", "2" represents "disagree", "3" represents "neutral", "4" represents "agree", "5" represents "strongly agree". The survey instrument or Questionnaire was pretested online on a small scale, and the data collection and administration of the Questionnaire took place from February 3 to February 29, 2024.

5.2 Measures

The questionnaire measures the five dimensions of content marketing, the three mediating variables, and the consumers' purchase intentions. The scale used to measure informational content is based on the work of Wiertz & Caroline (2007). The analysis of entertainment content, on the other hand, borrows from the work of Arnett & Liu (2000). while the analysis of interactive content is informed by the studies of Barker (2009) & Sprott et al. (2009). Scenario-based content is grounded in the research of Engel J.F (2006) while that on creative content is influenced by the work of Haberland & Dacin (1992). Perceived functional value and perceived emotional value primarily refer to the well-established scale developed by Sweeney &Soutar (2001) while the cognitive demand scale was initially proposed by Cacioppo & Petty (1982), and subsequently

refined and consolidated by Cacioppo, Petty & Feng Kao (1984). Finally, the purchase intention scale is based on the research conducted by Dodds & Monroe (1991) while the scales used in this study were adapted from mature academic yardsticks with appropriate adjustments designed to align these with the unique characteristics of the women's clothing industry. The demographic characteristics are shown in Table 1, including age, frequency of using video platforms, and average time spent watching clothing-related videos, which provide a basic framework for understanding consumer behavior and preferences for women's clothing.

Table 1 Demographic Profile

Variable	Level	Frequency	Percent
Age	20 years old and below	46	15.3
	21-30 years old	97	32.3
	31-40 years old	69	23.0
	41-50 years old	55	18.3
	51 years and above	33	11.0
Frequency of Use	1-2 times	30	10.0
	3-4 times	63	21.0
	5-6 times	89	29.7
	7-8 times	70	23.3
	More than 8 times	48	16.0
Average Length Time	30 minutes or less	28	9.3
	30 minutes-1 hour	60	20.0
	1-2 hours	97	32.3
	2-3 hours	68	22.7
	More than 3 hours	47	15.7

Note: N=300

5.3 Statistical Treatment

This study primarily relied on the statistical software SPSS27.0 for data analysis. First, the reliability and validity of the data are analyzed to ensure that the measurement tools are reliable and valid. Then a multiple regression analysis of the data was performed to test the impact of the independent variable (short video content marketing) on the dependent variable (purchase intentions) and the mediating role of perceived functional value, perceived emotional value, and cognitive needs. Based on the results of the analysis, a comprehensive model will be developed to illustrate the relationships between short video content marketing for women's clothing, mediating variables, and consumers' purchase intentions. The findings will be interpreted to provide insights into the effectiveness of different dimensions of short video content marketing in influencing consumers' purchase intentions. Recommendations will be made for marketers to optimize their content strategies to enhance consumer engagement and purchase behavior.

6. ANALYSIS AND DISCUSSION

6.1 Confirmatory Factor Analysis

Table 2 Factor Analysis and Composite Reliability

Constructs /Items	Loading	KMO	Bartlett	%Var	AVE	CR
Informative Content (IC)		0.880	0.000	67.018	0.670	0.910
IC1	0.810					
IC2	0.817					
IC3	0.816					
IC4	0.833					
IC5	0.817					
Entertainment Content (EC)		0.828	0.000	70.286	0.538	0.763
EC1	0.850					
EC2	0.845					
EC3	0.845					
EC4	0.813					
Interactive Content (INC)		0.830	0.000	70.658	0.499	0.799
ICM1	0.691					
ICM2	0.699					
ICM3	0.716					
ICM4	0.720					
Scenario-Based Content (SC)		0.832	0.000	71.388	0.714	0.909
SC1	0.854					
SC2	0.856					
SC3	0.846					
SC4	0.823					
Creative Content (CC)		0.826	0.000	70.070	0.701	0.904
CC1	0.838					
CC2	0.841					
CC3	0.849					
CC4	0.821					
Perceived Functional Value (PF)		0.812	0.000	68.000	0.464	0.775
PF1	0.692					
PF2	0.734					
PF3	0.666					
PF4	0.628					
Perceive d Emotional Value (PE)		0.815	0.000	68.410	0.469	0.779
PE1	0.675					
PE2	0.683					
PE3	0.724					
PE4	0.655					
Cognitive Demand (CD)		0.828	0.000	72.297	0.723	0.913
CD1	0.859					
CD2	0.864					
CD3	0.846					
CD4	0.832					

Note: N=300, IC represents Informational Content, EC represents Entertainment Content, INC represents Interactive Content, SC represents Scene-based Content, CC represents Creative Content, PF represents Perceived Functional Value, PE represents Perceived Emotion Value, and CD represents Cognitive Demands.

The factor analysis results demonstrate that the underlying factor structure of the data is well-represented by the observed variables, providing confidence in the validity and reliability of the measurement model.

6.2 Is there a direct impact of Women's Clothing Short Video Content Marketing on Consumers' Purchase Intentions?

The Pearson correlation coefficient of 0.936 (Table 3) indicates a strong positive relationship between video content marketing and purchase intention. This suggests that as video content marketing increases, purchase intention also tends to increase significantly. Additionally, the beta coefficient of 0.411 (Table 4) further supports this finding by indicating the strength and direction of the relationship between video content marketing and purchase intention. A positive beta coefficient signifies a positive relationship, reinforcing the notion that higher levels of video content marketing are associated with increased purchase intention.

Furthermore, the significance level of 0.000 (Table 5) indicates that the relationship between video content marketing and purchase intention is statistically significant. This means that the observed correlation is unlikely to have occurred by chance alone, lending further credibility to the conclusion that video content marketing plays a substantial role in influencing purchase intention.

Table 3 Video Content Marketing and Purchase Intention

R	R Square	Adjusted R Square	Std. Error of the Estimate
.936	.877	.876	.16192

Note: N=300

Table 4. Multiple Regression Coefficients of Video Content Marketing and Purchase Intention

	Unstandardized	Std. Error	Std. Beta	t	Sig.
(Constant)	.221	.032		6.814	.000
VCM	.411	.009	.936	46.056	.000

 Note: N=300, VCM represents Video Content Marketing

Table 5 Analysis of Variance of Multiple Regression Model

	Sum of Squares	f	Mean Square	F	Sig.
Regression	55.616	1	55.616	2121.195	. 000
Residual	7.813	298	.026		
Total	63.429	299			

  Note: N=300

6.3 Is there an indirect impact of Women's Clothing Short Video Content Marketing on Consumers' Purchase Intentions via Perceived Functional Value?

Figure 2 show the three paths (A, B, C) to analyze the direct and indirect effects of the regression model. Path A reflects the relationship between Women's Clothing Short Video Content Marketing (VCM) and the mediator Perceived Functional Value (PF). Path B is between Perceived Functional Value (PF) and Consumers' Purchase Intentions (PI). The two paths are the indirect paths. Path C is the direct path from Women's Clothing Short Video Content Marketing (VCM) to Consumers' Purchase Intentions (PI). Looking at Table 7, we can see that the indirect path increases the relationship between VCM and Consumers' Purchase Intentions (PI). Without the mediator Perceived Functional Value (PF), the beta value is lower (b=.411) compared to the indirect path comprising the combined beta value of paths A and B amounting to .844. Therefore, we know that Perceived Functional Value has a mediating effect on the relationship between Women's Clothing Short Video Content Marketing (VCM) and Consumers' Purchase Intentions (PI).
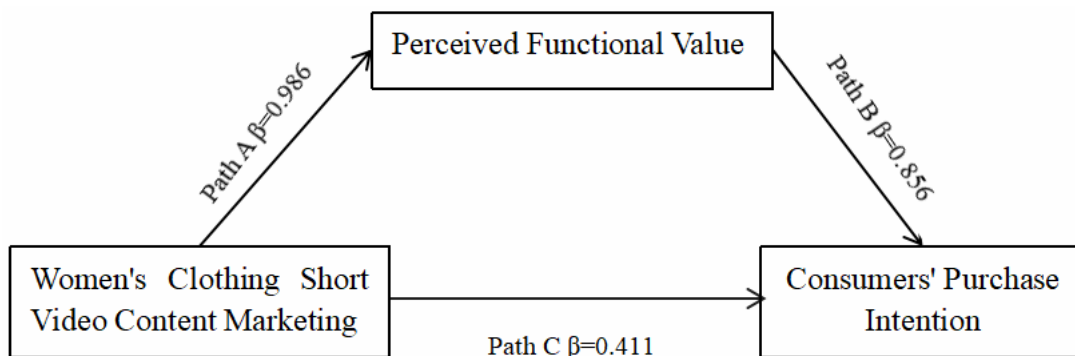

Figure 2. Impact Path of VCM on PI via PF

Table 6 Effect Sizes of Perceived Functional Value

Path	Independent	Dependent	Beta	Sig.
A	VCM	PF	0.986	0.000
B	PF	PI	0.856	0.000
C	VCM	PI	0.411	0.000

Note: N=300, VCM represents Video Content Marketing, PF represents Perceived Functional Value, PI represents Purchase Intention

Table 7 Indirect, Direct, and Total Effects

Effect	Path	Beta
Indirect	A, B	0.844
Direct	C	0.411
Total	A, B, C	1.255

Perceived value is regarded as an important prerequisite factor affecting consumer purchase behavior (Ponte, E.B., et al, 2015), and perceived functional value plays an important mediating role between women's clothing short video content marketing and consumer purchase intention. This is consistent with the results presented by Charfi A. A. (2014), Chen C. C., et al (2018), Lin, B., & Shen, B. (2023) in their research. This is because perceived functional value can help consumers better obtain and understand information, and meet actual needs. By conveying practical information, solving consumer needs, and providing useful tips, perceived functional value strengthens the

connection between women's clothing short video content and consumers' purchase intention, thus promoting the formation of consumers' trust in the product and purchase intention.

6.4 Is there an indirect impact of Women's Clothing Short Video Content Marketing on Consumers' Purchase Intentions via Perceived Emotional Value?

Figure 3 shows the three paths (A, B, C) to analyze the direct and indirect effects of the regression model. Path A reflects the relationship between Women's Clothing Short Video Content Marketing (VCM) and the mediator Perceived Emotional Value (PE). Path B is between Perceived Emotional Value (PE) and Consumers' Purchase Intentions (PI). The two paths are the indirect paths. Path C is the direct path from Women's Clothing Short Video Content Marketing (VCM) to Consumers' Purchase Intentions (PI).

As can be seen from Table 8 and Table 9, the result of an indirect effect of .818 beta against a direct effect of .411 indicates that the mediating variable Perceived Emotional Value (PE) significantly amplifies the relationship between the independent variable Women's Clothing Short Video Content Marketing (VCM) and the dependent variable Consumer Purchase Intention (PI).
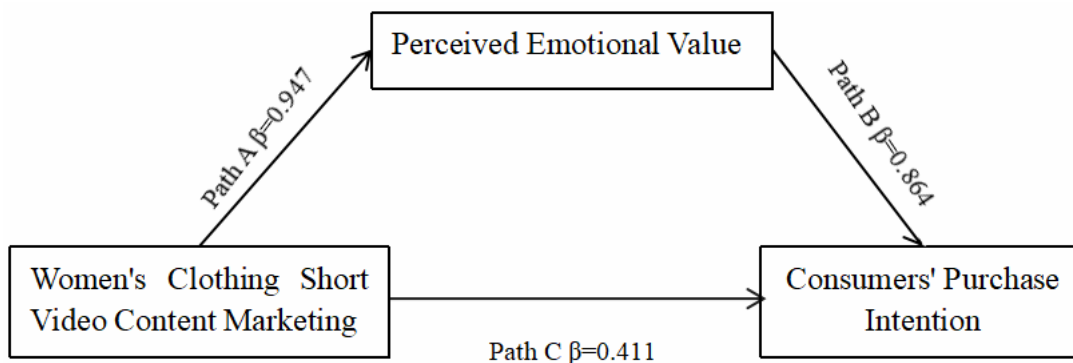

Figure 3. Impact Path of VCM on PI via PE

Table 8 Effect Sizes of Perceived Emotional Value

Path	Independent	Dependent	Beta	Sig.
A	VCM	PE	0.947	0.000
B	PE	PI	0.864	0.000
C	VCM	PI	0.411	0.000

Note: N=300, VCM represents Video Content Marketing, PE represents Perceived

Emotional Value, PI represents Purchase Intention

Table 9 Indirect, Direct, and Total Effects

Effect	Path	Beta
Indirect	A, B	0.818
Direct	C	0.411
Total	A, B, C	1.229

When the mediator Perceived Emotional Value was added, the beta was increased to

0.818 which suggests that there is a mediating effect on the relationship between Video Content Marketing and Purchase Intention. This result verifies the views of Li G., & Kambele Z. (2012), Escobar-Rodríguez T., & Bonsón-Fernández R. (2017). The mediating role of perceived emotional value between women's clothing short video content marketing and consumer purchase intention may stem from multiple factors. The presentation of emotional elements in videos can trigger consumers' emotional resonance and identification, strengthen the emotional connection between the brand and consumers, and make consumers develop emotional attachment and identification with the brand, thereby increasing their purchase intention. In addition, emotional content is more likely to attract consumers' attention and interest, making them remember the brand more deeply and promoting the brand's impression and status in consumers' minds. Content marketing encourages consumers to change their emotional perceptions of products and brands (Peters, L.D., 2013), thereby increasing their relationship with consumers' purchase intentions.

6.5 Is there an indirect impact of Women's Clothing Short Video Content Marketing on Consumers' Purchase Intentions via Cognitive Demands?

Figure 4 shows the three paths (A, B, C) to analyze the direct and indirect effects of the regression model. Path A reflects the relationship between Women's Clothing Short Video Content Marketing (VCM) and the mediator Cognitive Demands (CD). Path B is between Cognitive Demands (CD) and Consumers' Purchase Intentions (PI). The two paths are the indirect paths. Path C is the direct path from Women's Clothing Short Video Content Marketing (VCM) to Consumers' Purchase Intentions (PI). When we compare the direct and indirect effects of the model, the effect was reduced to .362 when the mediating variable was added. The direct effect of Women's Clothing Short Video Content Marketing (VCM) on Consumers' Purchase Intentions (PI) is higher (.411) compared to the indirect effect via Cognitive Demands (CD) (See Table 10 and Table 11).
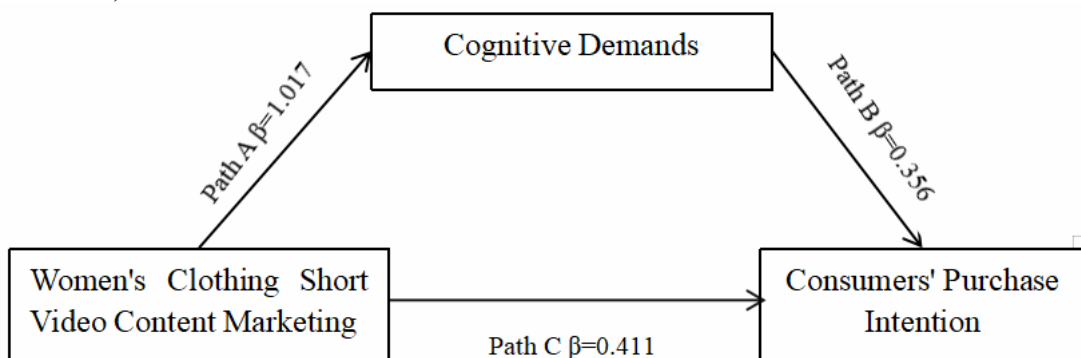

Figure 4. Impact Path of VCM on PI via CN

Table 10 Effect Sizes of Cognitive Demand

Path	Independent	Dependent	Beta	Sig.
A	VCM	CD	1.017	0.000
B	CD	PI	0.356	0.000
C	VCM	PI	0.411	0.000

Note: N=300, VCM represents Video Content Marketing, CD represents Cognitive Demand, PI represents Purchase Intention

Table 11 Indirect, Direct, and Total Effects

Effect	Path	Beta
Indirect	A, B	0.362
Direct	C	0.411
Total	A, B, C	0.773

The mediating role of cognitive needs between women's clothing short video content marketing and consumers' purchase intention is not obvious. Women's clothing products not only meet actual material needs but also involve aspects such as emotion, aesthetics, and personality expression. Therefore, women's clothing short video content usually tends to attract consumers through the presentation of functions, entertainment, emotions, etc. When consumers watch such videos, they are more visually and emotionally stimulated rather than rationally analyzed at a cognitive level. Therefore, even though cognitive needs also play a role in consumption decisions, they may not indirectly affect consumers' purchase intention as significantly as perceived functional value and perceived emotional value. In addition, the length and content of short videos also limit their effectiveness in conveying deep cognitive information, making cognitive needs less prominent in the formation of purchase intention.

6.6 Is there a possible model that can be developed and can strongly be recommended in this study?
Based on the research paradigm before and combined with the above data analysis results, the final paradigm in this study is integrated (Figure 5).
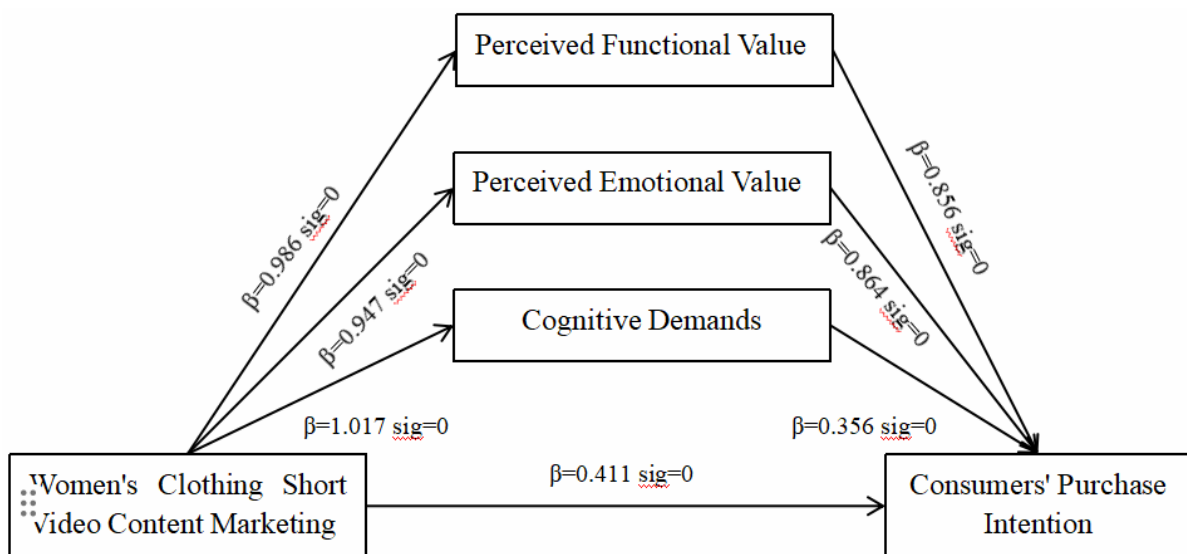

Figure 5. Final Paradigm

7. CONCLUSIONS

7.1 Results

This study sheds light on the intricate dynamics between Women's Clothing Short Video Content Marketing (VCM) and Consumers' Purchase Intentions (PI). The findings of the study explain the cause-and-effect linkage between such variables as

Perceived Functional Value (PF), Perceived Emotional Value (PE), and Cognitive Demands (CD) on the one hand and the Purchase Intentions (PI) of the respondents and by extrapolation.

First, this study found a direct correspondence between the respondents' exposure to women's clothing short video content marketing on their purchase intentions as evidenced by a significant Pearson correlation coefficient of 0.936 and a positive beta coefficient of 0.411. This indicates that as the respondents' viewing of women's clothing short video content marketing promotion materials increased, their inclination to make purchases of HM, Uniqlo and Zara clothing products also increased.

Second, the study unveiled the mediating effect of perceived functional value, in amplifying the relationship between women's clothing short video content marketing and the latter factor. The indirect effect analysis demonstrated that perceived functional value significantly enhanced the impact of women's clothing short video content marketing on the consumer's purchase intentions, with a beta coefficient of .844, underscoring the importance of perceived functional value in driving purchase intentions.

This study also explored the mediating influence of perceived emotional value, confirming its significant role in enhancing the relationship between women's clothing short video content marketing and consumer's purchase intentions. The indirect effect analysis revealed that perceived emotional value substantially boosts the impact of women's clothing short video content marketing on consumers' purchase intentions, with a beta coefficient of .818, emphasizing the power of perceived emotional value in driving purchase intentions.

Moreover, this study also examined the mediating effect of cognitive demands, indicating its relatively lower impact compared to perceived functional value and perceived emotional value. Although cognitive demands plays a role in influencing a consumer's purchase intentions, its total effect on the latter is comparatively lower, with a beta coefficient of only .149.

7.2 Implications of the Study

7.2.1 Theoretical Implications

This empirical study looked into the effectiveness of SOR theory in explaining the effect of women's clothing short videos on the consumer's purchase intention. Specifically, this study found that the characteristics of the video material, i.e., whether or not this was informative, entertaining, interactive, contextual and creative, etc., affected the consumer's perceived functional value, perceived emotional value and cognitive needs.

It is hoped that the findings of this study will provide new ideas and directions for the development of related social science theorems, heuristic devices and paradigms. Perhaps, future research can further explore the relationship between video content characteristics and consumer behavior and raise the level of understanding of the effect of marketing content, and further improve the relevant theoretical framework.

7.2.2 Practical Implications

This study provides businesses and brand operators in the women's clothing industry with in-depth insights into the effectiveness of short video content marketing. By exploring the consumers' reactions to to the type of material referred to, practitioners may be able to better understand the driving factors of consumers' purchase-intentions and enable them to develop more targeted and innovative marketing strategies by optimizing the reach and efficacy of short as a marketing tool to, improve product attractiveness and market competitiveness.

The findings of this study could also help consumers more clearly understand the effect of short videos on women's clothing vis-à-vis their ultimate purchasing decisions by offering them a wider latitude of products to choose from. At the same time, improving the quality of women's clothing short videos could make these promotional items more in line with the consumers' interests and tastes. Consumers can more easily find products that meet their needs, thereby enhancing shopping satisfaction, promoting brand loyalty and bringing a more stable customer base to various companies and brand-names.

7.3 Limitations of the Study

Although this study draws on previous research studies by a large body of scholars, this study suffers from some limitations. The first and perhaps most obvious limitation of this study was the limited number of short video content marketing materials available for examination and study. The short video content marketing materials that were available for possible study were quite diverse and only developmental in character. Guided by a number of similar studies done in the past, this study selected five dimensions to focus on, namely: informational content, entertainment content, interactive content, scene-based content, and creative content. An important caveat to remember, however, is that the content form and function of short videos are also constantly changing and evolving and future researchers would be well advised to keep this in mind.

A second limitation of this study is the addition of relatively novel and untested variables such as perceived functional value, perceived emotional value and cognitive needs to construct the model based on the SOR theory. Other possible influencing factors such as: (1) the consumer's own personal characteristics; (2) product-brand reputation; and (3) socio-economic factors, etc., could be added to the list. Whether these additional variables might affect the relationship between short video content women's videos and the consumer's ultimate purchase-intention is open to speculation at this point.

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