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Behavioral model for developing a sales funnel using short marketing videos

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Abstract

Xiong Shouhai. **Behavioral model for developing a sales funnel using short marketing videos.** (Scientific supervisor: Ph.D., assoc. prof. Nikolaeva O. G.).

Under the background of digital transformation, short video platform has become a key medium for the alcohol industry to reconstruct the consumption scene by virtue of its immersive communication characteristics and social fission ability. In response to the structural dilemmas faced by the traditional marketing model, such as rising channel costs and low efficiency in reaching young customers, short videos have opened up a new path for brands to accurately reach users and activate consumption decision-making through scenario-based narratives and instant interaction. However, the systematic construction of short video marketing strategy to scientifically enhance consumers' purchase intention is still a core issue that needs to be broken through in theoretical research and commercial practice.

This study breaks through the traditional paradigm of consumer behavior theory, integrates S-O-R (stimulus-organism-response) theory and the sales funnel model(Attention-Interest-Desire-Action), and constructs a dynamic analytical framework that includes five core variables: authenticity, interestingness, promotion and scarcity, experiential service, and opinion leader recommendation. Consumer trust and perceived value are introduced as intermediary variables to reveal the dual-path transmission mechanism of short video marketing strategy on purchase intention, and scenario demand and emotional resonance are innovatively included in the scope of regulating variables, so as to expand the theoretical system of consumer behavioral decision-making in the context of digital marketing.

The present empirical study adopts structural equation modelling (SEM) in order to validate and propose a three-dimensional model of "stimulus-mediator-response". The findings of the model demonstrate that authenticity exerts an indirect influence by fostering consumers' trust, while the influence of fun and opinion leaders' recommendations is direct, enhancing the perception of emotional value. Furthermore, promotions, scarcity, and experiential services have a mediating effect on purchase intention through the perception of functional value. Further analysis indicates that scenario demand exerts a significant moderating influence on the relationship between promotional information and authenticity on consumers' psychological state, while emotional resonance only positively moderates the opinion leader path. The study's findings substantiate the hypothesis that "psychological identity drives behavioural decisions" by demonstrating the mediating effects of consumer trust and perceived value.

Empirical data show that real content presentation and professional endorsement play a decisive role in the construction of trust, and interesting design and interactive mechanisms have a significant effect on the activation of emotional value. Accordingly, this study proposes six systematic marketing strategies: (1) build a visual traceability system for the whole process to strengthen the foundation of trust; (2) develop a

dramatic interactive content matrix to stimulate the perception of functional value and emotional value; (3) implement dynamic pricing and limited edition strategy to create a scarcity of consumption; (4) establish a visual mechanism for the whole process of service commitment to enhance the viscosity of repurchase; (5) build a model of deep cooperation between the authoritative (6) build an authoritative in-depth cooperation model, strengthening the scene narrative through professional endorsement; (7) design a scene-based emotional resonance narrative structure to deepen the brand memory anchor point. In order to enhance conversion efficiency, there is a necessity to synergistically optimise technology structures on the basis of behavioural path modelling. These strategies provide a theoretical framework and practical path for liquor enterprises to build an accurate marketing system in the short video ecosystem.

Keywords: Short Video Marketing; Consumer Purchase Intention; Applied Economics; S-O-R Theory; Sales Funnel Model; Structural Equation Modeling

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CHAPTER I. INTRODUCTION

1.1. BACKGROUND OF THE STUDY

Driven by today's wave of digitalisation, the short video industry has experienced explosive growth, and its tentacles have penetrated every aspect of social life. According to the statistics of the China Network Audiovisual Development Research Report (2025) released by the China Network Audiovisual Program Service Association, by December 2024, the scale of China's short video users will exceed 1.040 billion, and the average daily user time will reach more than 150 minutes, and short video and live broadcasting have become the core content carriers to stimulate the consumption potential. Data from the National Bureau of Statistics shows that the total national online retail sales will reach 1,552.25 billion yuan in 2024, with a year-on-year growth of 7.2%; AiMedia Consulting predicts that China's live streaming e-commerce market size will exceed 213.73 billion yuan in 2025 (as shown in Figure 1.1). As a typical example of media integration, short video platforms, relying on the full coverage of the 5G network and the iterative upgrading of smart terminals, have built a complete ecological closed loop of "content creation - social communication - e-commerce transformation".

The unique visual communication form and powerful social fission capability of short video platforms has been demonstrated to attract a large number of users, thereby gradually becoming a key position for brand promotion and precision marketing, a trend that is particularly prominent in the alcohol industry. The conventional liquor marketing paradigm has historically relied on offline tasting sessions and conventional distribution channels. However, inherent contradictions within this model, such as high channel expenses, challenges in reaching younger demographics, and the ineffectiveness of brand culture dissemination, necessitate a paradigm shift towards digital transformation. From the perspective of applied economics, it is important to systematically study the influence mechanism of short video marketing strategy on

consumers' purchase intention. This has important theoretical innovation value and practical guidance significance.



Figure 1.1. Market Size and Forecast of China's Live Streaming E-commerce Industry, 2017-2025

Source: constructed by the author

Along with the accelerated commercialization of 5G, the leapfrog development of mobile Internet technology has completely broken the time and space limitations of traditional marketing. Short videos have reconstructed the communication paradigm of liquor product information with a more visual language: through panoramic display of brewing process, creation of immersive tasting scenes, and shaping of personalized brand narrative, they have effectively cracked the bottlenecks of traditional marketing such as blurring of product cognition and homogenization of consumption scenes. Compared with the one-way instillation of traditional advertisements, short videos can attract users' attention and stimulate purchasing interest in a short period of time by virtue of their speed of dissemination and interactive characteristics. Its wide coverage can help enterprises reach a large number of potential customers in a very short time, significantly improving the efficiency of business conversion. In particular, the real-time interactive function and instant transaction mechanism of live e-commerce is reshaping the value chain of alcohol consumption, making it possible for production areas to directly connect with end consumers and significantly compressing the

intermediate link costs of the traditional distribution system. However, how to design a scientific and efficient short video marketing strategy to accurately stimulate consumers' desire to buy has become a core proposition for enterprises to overcome.

The ongoing evolution of current consumer behavior patterns overlaid with the white-hot market competition urgently requires the establishment of a quantitative analysis model between short video marketing strategies and consumers' purchase intention. According to data from AiMedia Data Center (as shown in Figure 1.2), China's liquor new retail user scale is expected to grow from 130 million to 662 million from 2016 to 2025, with an overall upward trend despite fluctuating growth rates. This indicates that the alcohol market shows great potential for development and broad market prospects in the process of digital transformation. The practice of digital transformation in the alcohol industry shows that innovative forms such as KOL in-depth co-creation, UGC content ecological cultivation, and VR tasting on the cloud are breaking through the limitations of unidirectional communication of traditional advertisements, and activating the potential market demand through emotional resonance drive and social fission effect. Conducting empirical research can systematically reveal the specific strength of different marketing strategies on consumers' purchasing intention, and provide scientific basis for enterprises to formulate data-driven precision marketing programs, which is of direct practical significance for improving marketing ROI and reducing market expansion costs.

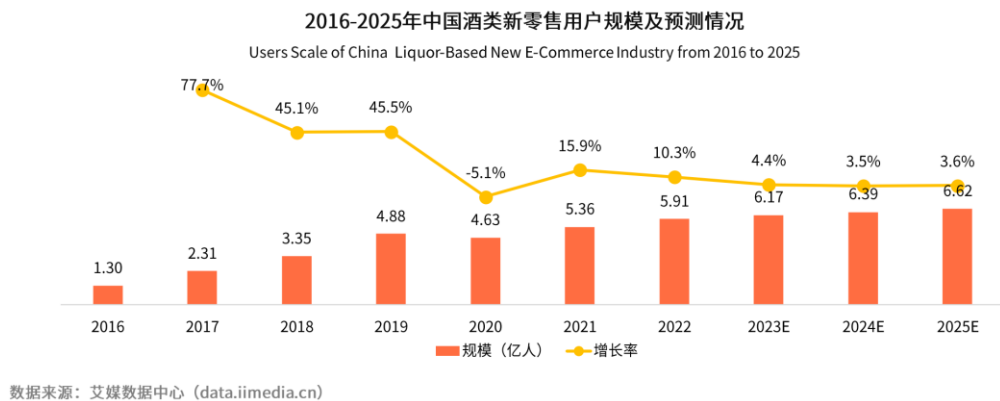


Figure 1.2. New Liquor Retail User Scale and Forecast, China, 2026-2025
Source: constructed by the author

1.2. SIGNIFICANCE OF THE STUDY

In the current digital era, the short video industry is rapidly emerging, and its unique marketing tools have a profound impact on consumers' purchasing ideas. Taking the alcohol industry as a typical example, the traditional marketing model has long been limited by redundant channel hierarchies and cultural perception faults, while short videos are reshaping the value connection between consumer products and consumers through scenario-based content production and immersive experience delivery. From the aspect of applied economics, it is of great significance to explore how short video marketing strategy affects consumers' purchase intention.

This exploration can assist enterprises in accurately comprehending consumer psychology and behaviour. For liquor companies seeking to engage with younger demographics, the social sphere facilitated by short video platforms and the cultural dissemination channels of national trends offer technological solutions to address the intergenerational consumption gap. In the context of an increasingly competitive market, it is imperative for companies to implement effective marketing strategies to attract consumers. By exploring the mechanisms by which the various elements of short-video marketing play a role in consumers' willingness to buy, companies can formulate more targeted marketing programs according to consumers' needs and preferences. This, in turn, can improve marketing effectiveness and return on investment. For instance, if it is known that consumers have a particular interest in a specific genre of video content, it may be advisable to allocate greater resources to that area of production, with a view to increasing interaction with consumers and thereby enhancing their propensity to make purchases and their brand loyalty.

The present study explores the impact of short-video marketing strategies on consumers' purchase intention, thus providing novel perspectives and empirical evidence for the application of economic theories in the field of marketing. The reinforcing mechanism of cultural identity and emotional resonance in alcohol consumption decision-making challenges the assumption of rational man in traditional economics, and requires theoretical models to incorporate new variables such as social

network effects and symbolic value perception. Whilst traditional economic theories are frequently predicated upon simplifying assumptions when elucidating consumer behaviour, the advent of short-video marketing engenders both challenges and opportunities. Empirical research has the potential to enhance and refine the theoretical framework of economics, thereby illuminating the decision-making processes and behavioural laws of consumers within the intricate digital landscape. Specifically, live e-commerce instant conversion data and user interaction trajectories offer a novel perspective through which to assess the premium effect of cultural symbols. This phenomenon not only fosters the advancement of economic theory but also serves as a valuable reference point for the study of related disciplines.

At the macro level, the study is of positive significance in promoting the healthy development of the market and the effective allocation of resources. In the context of supply-side structural reform of the liquor industry, the precise demand matching driven by short video marketing has the potential to optimise capacity allocation and alleviate the problems of inventory backlog in traditional channels and imbalance in regional market penetration. If enterprises can optimise the use of short video marketing to meet consumer demand, the supply and demand relationship in the market will be more balanced and the allocation of resources will be more reasonable. In particular, the advent of live broadcasting and other innovative modes has been demonstrated to enhance the efficiency of value distribution within the industrial chain through the compression of distribution levels. Concurrently, this will assist in stimulating market innovation and promoting the prosperity of the short video industry and associated sectors, thereby imparting fresh impetus to economic growth. The integration of wine culture IP and innovation in the field of short video platforms is giving rise to a new consumer industry, forming a successful paradigm for the digital development of traditional cultural resources.

The empirical research on the influence of short video marketing strategy on consumers' purchase intention under the perspective of applied economics is of great significance to the marketing practice of enterprises, the development of economic

theories, and even the healthy operation of the market as a whole. For the alcohol industry, which is in the critical period of digital transformation, this kind of research will provide methodological support for cracking the brand aging dilemma and reconstructing the consumption scene, and will give us a strong support to better understand and cope with the commercial challenges and opportunities in the digital era.

1.3. PURPOSE OF THE STUDY

Given the ubiquity of short videos across various industries in China, it is unsurprising that alcohol companies have also adopted this marketing strategy as a core element of their business strategy. The 2023 China Alcohol Digital Marketing White Paper posits that a significant number of alcohol brands utilise short video platforms, such as Jittery and Shutterbug, for the purpose of brand exposure and consumer interaction. In comparison with conventional methods of advertising and the utilisation of intricate marketing channels, the adoption of short video marketing has been shown to possess a number of significant advantages. The production threshold is low, which means that small and medium-sized enterprises do not require a professional team to demonstrate the production process, tasting scenes, and so forth, directly to consumers. Cultural expression is diversified and flexible; historical stories can be borrowed to enhance the brand's heritage, and youthful language can be used to attract Generation Z consumers. Furthermore, short video marketing is not subject to geographical limitations, meaning that regional brands can rely on algorithms to accurately match national consumers and thus break down market barriers. Nevertheless, there are numerous challenges associated with the marketing of alcoholic beverages in the form of short videos. The crux of the matter pertains to the effective means of capturing consumers' attention and fostering their trust through concise video content. Consequently, it is imperative to examine the marketing strategy employed by short video content in the alcohol industry from the perspective of consumers' propensity to purchase.

The present study adopts the "stimulus-organism-response" model and the sales funnel theory, combining the characteristics of short-video marketing of alcoholic beverages with the perspective of applied economics in order to construct a two-dimensional analytical framework that includes a staged decision-making chain and a psychological mechanism. The study then puts forward relevant hypotheses. The hypotheses were verified through the administration of online questionnaires, the objective of which was to reveal the factors influencing the purchase intention of short videos of alcoholic beverages and to explore the corresponding marketing strategies. The objectives of this study are as follows:

(A) Based on the analysis of existing scholars' research results and short video marketing, to explore the factors affecting consumers' willingness to purchase alcohol products in short video marketing;

(ii) Using S-O-R theory and sales funnel theory, we study how short video marketing of alcohol products influences consumers' purchase intention;

(iii) The hypotheses proposed in this study and their significance were verified through questionnaires and data analysis;

(d) To put forward actionable suggestions for short video marketing of alcoholic beverages, and to provide references and lessons for the short video marketing activities of alcoholic beverages enterprises.

1.4. OVERVIEW OF DOMESTIC AND INTERNATIONAL RESEARCH

1.4.1. Conceptual study of short alcohol videos

Under the background of the deep integration of mobile Internet and information communication technology, short video has become an important media form for consumers to obtain information, participate in socialisation and leisure entertainment. From the perspective of media form, Wang Yajin (2023) proposed that short video is a short-duration video content that is filmed, edited by mobile phone, and uploaded and shared via the Internet in real time, and its core feature is fragmented distribution

and high interactivity ^[1]. Focusing on the alcohol industry, short video is defined as a new type of marketing tool that takes alcohol culture as the core carrier and conveys product values and brand concepts through visual narratives (e.g. brewing process, tasting ceremonies, brand history, etc.) (Li Yannan, 2022) ^[2]. The 2023 China Alcohol Digital Marketing White Paper further points out that alcohol short video marketing, which relies on the algorithmic recommendation mechanism of platforms such as Jittery and Shutterbug, can help alcohol companies break through the time and space limitations of traditional marketing through low-cost production and precise distribution, and realize a direct dialogue between brands and consumers. Wei Baotao (2024) added from the level of marketing function, liquor short video not only contains brand hard advertising placement, but also emphasizes the construction of emotional resonance through native content ^[3]. Studies generally agree that liquor short videos have the dual characteristics of cultural heritage and commercial communication, and their characteristics such as low production threshold, high creative flexibility, and fast dissemination fission speed make them an important hand in the digital strategy of liquor enterprises (Zhang Qinghui and Yin Zhen, 2024) ^[4].

1.4.2. Research on short video marketing issues for alcohol

Liquor short video marketing is developing rapidly, but it still faces significant challenges in content creation, technology application and industry ecology. First of all, the problem of content quality and dissemination efficiency is particularly prominent: homogenisation of short video content is common, and a large number of liquor accounts focus on a single theme such as process demonstration and tasting instruction, leading to users' aesthetic fatigue and brand recognition decline (Lei Qingwen, 2024) ^[5]. Zou Wenbing et al. (2022) further pointed out that platform algorithms favour traffic-oriented content, forcing wine companies to compress the depth of brand culture narratives and resort to exaggerated marketing rhetoric, weakening the foundation of consumer trust ^[6]. Zhang Jian's (2023) empirical study found that 27.6% of consumers abandoned their purchase decisions due to concerns

about the authenticity of alcoholic products (e.g. fake vintages, fake origin labels) in short videos. Secondly, there are shortcomings in the application and usability of the technology: ^[7]. SMEs are overly reliant on traffic placement tactics and lack professional teams to carry out content creation and data optimisation, resulting in continuously low ROI (Li Ming, 2022); ^[8] ^[9]. At the same time, the application of technologies such as virtual tasting and AR scene interaction is not yet widespread, and the lack of online experience makes it difficult to achieve effective conversion of high-value wines (Shu Baikai, 2021). In addition, the ecological level of the industry has highlighted problems: the opacity of the platform's algorithmic mechanism has exacerbated the risk of "traffic traps" (Zheng Yiting et al., 2022), ^[10] and some regional wine enterprises are limited by the lack of logistics and cold chain facilities, making it difficult for them to support the immediate consumption demand of short video traffic (Shu Zhijuan, 2024) ^[11]. In particular, the over-rendering of drinking scenes in short videos may trigger the risk of underage exposure and cultural value controversies, and there is an urgent need to establish content auditing and ethical norms.

1.4.3. Research on the buying factors of short alcohol video marketing

The mechanism of influence of short video marketing on the purchase intention of alcohol consumers is characterised by multi-dimensional interaction, and its mechanism of action is both dynamically evolving and context dependent. The existing literature mainly explores the theory from four dimensions: content diffusion, emotional attachment, technological embedding and cultural empowerment.

In the content diffusion dimension, scholars generally confirm that the production logic of high-quality content influences consumer choice through the path of cognitive activation. For example, based on the possibility model of fine processing, Xu Yilang (2022) shows that the audiovisual quality of short videos and the credibility of the information have a positive impact on consumers' product value perception. For example, based on the fine processing likelihood model, Xu Yilang (2022) argues that the audiovisual quality and information credibility of short videos positively influence

consumers' product value perceptions, in which process visualization content significantly strengthens premium price perceptions of premium alcoholic beverages by reducing information asymmetry; ^[12]. Xue Yunjian et al. (2022), through comparative experiments, find that user-generated content (UGC) has a competitive advantage over official brand content in terms of consumption conversion effectiveness due to the advantages of its scenario authenticity and emotional empathy ^[13].

Research on the emotional connection dimension focuses on the moderating effect of social interaction on consumer decision making. Wu, W. X., et al. (2022) constructed a dual-path model of "immediate feedback-emotional identification" and showed that the real-time interaction mechanism of the short-video platform indirectly drives purchase behaviour by constructing a sense of belonging to the virtual community, and the intensity of its effect is particularly significant for high-involvement goods such as alcoholic beverages; ^[14]. Li, Z., & Zhang, J., et al. (2023), based on the stimulus-organism-response (S-O-R) theoretical framework, confirmed that nostalgia and social capital accumulation demand triggered by short videos can effectively enhance consumers' willingness-to-pay elasticity ^[15]. Studies on the technology-embedded dimension emphasise the value of emerging technologies in reconfiguring consumer experience, Guo, C., & Zhang, X. (2024) et al. Using the Technology Acceptance Model (TAM), they found that Augmented Reality (AR) technology significantly increases purchase intention by lowering the experience threshold of premium alcohol, but its usefulness is limited by the user's level of digital literacy; ^[16]Nielsen IQ and Foodaily Daily's co-published "2024 Alcohol Retail Omnichannel Industry Trends" found that the professional credibility of Key Opinion Leaders (KOLs) is significantly and positively correlated with alcohol consumption decisions, but the thresholds between degree of commercialisation and maintaining credibility need to be further defined ^[17].

Research on cultural empowerment focuses on the role of symbolic consumption in identity construction, and the ritualised performance of regional wine culture in short

videos strengthens brand loyalty by activating collective memory, and its path of action is prominent in the marketing of intangible cultural heritage alcoholic beverages ^[18].

Existing studies mostly adopt a one-dimensional static analysis framework, which lacks a systematic deconstruction of the dynamic mechanism of "algorithmic recommendation triggering-content cognitive processing-emotional value internalisation-behavioural decision output", and fails to adequately consider the fit contradiction between the high decision cost of alcohol consumption and the instantaneous communication scenario of short videos. This study aims to construct a multi-stage regulatory model to reveal the interaction law of influencing factors in different consumption situations, in order to improve the application paradigm of short-video marketing theory in the field of experiential goods, which is the direction of this paper's theoretical breakthrough.

1.4.4. Research on Short Video Marketing Models for Alcohol

The evolution mechanism of the liquor short video marketing model is rooted in the interaction between digital technology innovation and consumer culture change, and its development path shows significant multi-dimensional synergy characteristics. Existing research shows that content innovation has broken through the linear communication framework of traditional marketing and shifted to the composite mode of scene-oriented narrative and cross-platform linking. According to the theory of 'lightweight narrative', it emphasises the visual deconstruction of the brewing process and the immersive presentation of the tasting scene to effectively reduce consumers' knowledge acquisition costs, and this strategy shows unique advantages in the highly asymmetric alcohol market. The cross-scene conversion model developed on this basis reveals the temporal synergy between short videos and live broadcasts: short videos perform the function of cognitive enlightenment of users, while live broadcasts complete the high-value conversion through real-time interactions, which is a graded penetration mechanism that has a significant effect in high-end liquor marketing. The micro-story serialisation model promotes user stickiness through continuous plot

design, which essentially transforms product features into a continuous output of cultural symbols, a strategy that creates a differentiated competitive advantage among young consumers.

The exploration of the technology integration path highlights the dynamic balance between instrumental rationality and value rationality. The dynamic pricing technology embedding scheme verified by the study effectively cracks the channel sinking dilemma of regional liquor brands through the algorithmic adaptation of geographic location labelling and time-limited subsidies, the core of which lies in transforming the theory of price elasticity into an executable digital marketing strategy. Another study constructed an integrated model of augmented reality (AR) technology that not only reconfigured the experiential dimension of alcohol consumption through the interaction design of virtual tasting and online mixing games, but also created a closed-loop path from public domain traffic to private domain sedimentation. However, it is necessary to be alert to the risk of cultural demystification triggered by the excessive application of technology, especially in categories that rely on narratives of scarcity, such as aged wine, where there is a subtle tension between the degree of technological intervention and the maintenance of brand premiums.

The evolution of the platform synergy mechanism reflects the deep coupling between algorithmic logic and consumption hierarchy. The "dialect content + local services" integration model proposed by one study realises the precise docking between online cultural communication and offline consumption scenarios with the help of the POI (Points of Interest) function, which significantly improves the market penetration efficiency of regional wine enterprises. This spatial reproduction mechanism emphasises the combination of localised content and services to enhance users' sense of cultural identity and consumption stickiness.

The algorithmic layered reach strategy revealed in the White Paper on China's Liquor Consumption 2023 is essentially a precise response to the characteristics of liquor consumption circles: high-end brands rely on the trust transfer of key opinion leaders (KOLs) to build cultural potential, while popular categories achieve long-tail

reach through the social splitting of user-generated content (UGC). This path of differentiation is based on the refined operation of the platform's user profile, emphasising the synergy between content and channels.

However, current research has not yet formed a systematic interpretation of the integrated framework of "cultural gene decoding-technical lever design-channel coupling evaluation", and there is still a gap in the theoretical explanation of how high-priced alcoholic beverages can realise algorithmic scale dissemination while maintaining cultural scarcity. Gap. Future research should focus on exploring the cognitive reconstruction of traditional wine culture by Generation Z, as well as the Pareto improvement of the algorithmic recommendation mechanism of short-video platforms in synergy with traditional channels. These breakthroughs will help improve the application paradigm of digital marketing theory in the field of experiential goods and fill the academic blind spots in model innovation.

1.4.5. Research on Short Video Marketing Strategy for Alcohol

Current research on short video marketing strategy for alcohol represents a multi-dimensional innovation trend, with scholars proposing differentiated optimisation paths from the perspectives of cultural communication, technology application and traffic mechanism, but there are still research gaps at the level of systematic integration and consumer psychology mechanism.

In terms of cultural value construction, existing studies emphasise the importance of non-heritage craft and scenario-based narrative. Taking one brand as a representative, it successfully shaped the depth of brand culture through the visual presentation of brewing techniques, and its series of short videos maintained user stickiness by relying on high-frequency updates and real-time interactive mechanisms. The study shows that the innovative fusion of regional cultural elements and youth subculture can significantly increase the willingness to consume among young groups, but it is necessary to be wary of the over-commercialisation of cultural symbols that can lead to the dissolution of brand value.

The ecological construction of KOL has the characteristics of a stratified operation. Professional endorsement by authorities in vertical fields has a significant effect on the marketing of high-end alcoholic beverages, while regional scenario-based content is more suitable for the communication needs of popular alcoholic beverages. Data shows that opinion leaders with cultural heritage attributes have 50% higher trust ratings than entertainment stars, confirming the positive correlation between professionalism and user perception.

At the level of technological innovation, the combination of augmented reality technology and private domain operation has reconstructed the consumption experience. Interactive features such as virtual cellar roaming and real-time fermentation data visualisation effectively reduce the psychological barrier to purchasing high-priced alcohol by increasing the informational transparency of consumption decisions. Mob Research Institute 2023 reports that the application of immersive technology can increase the retention rate of users of alcohol short videos to 1.8 times the industry average.

Research on traffic distribution mechanisms emphasises the synergistic effect of content quality and platform algorithms. The two-step distribution model proposed in one study provides a solution for regional brands to break geographical restrictions by triggering the platform's traffic splitting mechanism through quality content based on ensuring precise reach in the local market. The model requires the establishment of a content quality rating system that automatically activates a tiered traffic support strategy when the completion rate of craft short videos exceeds a certain threshold.

The limitations of the existing studies are: first, they focus too much on one-dimensional optimisation and lack research on the synergistic mechanism of cultural expression, technological empowerment and traffic distribution; second, they neglect the decision-making conflict of high-priced alcoholic beverages in short-video instant consumption scenarios, i.e. the psychological conflict mechanism between impulsive buying tendency and high-involvement decision-making. Future research should focus on constructing a three-dimensional integration model of "culture-technology-traffic"

and explore the dynamic regulation of consumers' risk perception in the context of short videos, which is a key breakthrough point for strategy innovation.

1.4.6. Review of domestic literature studies

Domestic short video marketing research on alcohol presents distinct academic characteristics between practice orientation and theoretical lag. Existing research focuses on summarising the phenomena and strategies of marketing practice, while there is still a significant research gap in the deconstruction and quantitative analysis of the mechanism from the perspective of applied economics. The literature review shows that current research needs to be deepened in the following three dimensions

The resource allocation efficiency of short video marketing has not yet formed a systematic framework. Although the existing literature pays attention to the market penetration effect of the algorithmic distribution mechanism, the economic interpretation of the law of diminishing marginal cost and consumer surplus creation is still weak. For example, for the phenomenon of small and medium-sized wine enterprises breaking through the market barriers through short video, the research mostly stays in the description of the traffic support strategy at the operational level, and fails to argue from the economic essence of digital technology to reduce the market entry cost and reconfigure the structure of factor compensation, and lacks dynamic modelling of the non-linear relationship of "traffic subsidy - brand premium".

There is a blind spot in the quantitative analysis of cultural capital transformation and the risk premium mechanism. Although scholars generally agree on the value of strategies such as the visualisation of non-heritage crafts and the implantation of regional cultural symbols, there is a lack of empirical tests on the efficiency limit of the transformation of cultural symbolic capital into economic capital. Although the proposed three-dimensional strategy model includes the construction of cultural thickness, it does not establish the quantitative transmission path of "content input-perceived premium-willingness to pay"; the study of KOL hierarchical operation

reveals the professional trust premium, but does not consider the compression effect of the risk of missing experience on the premium space.

Research on the dynamic game mechanism of the consumer decision chain is fragmented. The existing literature is mostly transplanted from the general consumer goods marketing theory, ignoring the special role of rational cognition and emotional impulse in the alcohol consumption scenario. Although the proposed two-stage communication model touches on the precise reach of geographical labels, it fails to deconstruct the dynamic game process of "triggered by algorithmic recommendation - reinforced by cultural identity - transformed by instant decision"; and the layered reach strategy proposed in the 2023 China Alcoholic Beverage Digital Marketing Whitepaper also fails to effectively integrate the depth of information processing and impulse purchase thresholds under the high-involvement decision-making process.

The root cause of the lack of research lies in the dual split at the methodological level. At the theoretical level, the mechanism of market efficiency enhancement enabled by digital technology has not yet been integrated into the traditional model of consumer behaviour; at the empirical level, there is a scale mismatch between the measurement of soft variables such as cultural perceptions and the indicators of economic behaviour. In light of this, we propose to construct a two-dimensional "decision link - psychological mechanism" analytical framework, integrating the theory of resource allocation efficiency and the theory of planned behaviour in applied economics, and focusing on breaking through three core issues: the mechanism of market entry barrier removal by the marginal cost structure of short videos, the Pareto optimal conditions for the transformation of cultural symbolic capital, and the dynamic equilibrium thresholds of decision rationality and emotional impulse. This will provide new theoretical anchors and practical coordinates for optimising the input-output efficiency of digital alcohol marketing.

1.5. CONTENT OF THE STUDY

(i) Content of the study

Firstly, the present study integrates the practice of short video marketing of alcoholic products with consumer purchase intention. The objective of this study is to provide a comprehensive evaluation of the efficacy of short video marketing strategies in the contemporary social media landscape. This undertaking involves a meticulous examination of pertinent literature and a rigorous empirical analysis. From a behavioural modelling perspective, this research introduces the sales funnel model to illustrate the consumer decision-making process, and integrates the AIDA theory (Attention, Interest, Desire, Action) to examine the mechanisms through which short videos influence consumer transitions from awareness to final purchase. As a nascent media format, brief video segments possess considerable advantages, including the capacity to expeditiously capture consumer attention, stimulate interest, evoke purchase desire, and instigate immediate action, rendering them especially efficacious for low-involvement products such as alcoholic beverages. Furthermore, technical components such as embedded purchase links, sales personnel engagement, and optimised landing pages are identified as critical supporting tools that enhance behavioural transitions across different stages, thereby improving overall conversion efficiency. The application of these theoretical frameworks and empirical evidence contributes to the enrichment of research on alcohol product marketing strategies in the social media context, and offers theoretical references for future studies.

Secondly, this paper proposes a novel model that identifies the influencing factors of consumer purchase intention for alcoholic products in the context of social media. This builds upon the Stimulus-Organism-Response ($S - O - R$) model and the sales funnel framework. The sales funnel is deconstructed into three distinct stages of technological implementation: the $(A + I + D) + A$ model refers to conversions achieved directly through short videos and embedded sales tools; the $A + (I + D) + A$ model incorporates interaction with sales personnel to further facilitate consumer transition; and the $A + I + D + A$ model enhances potential consumer engagement and

information access through the use of tailored landing pages. The present study employs a combination of A/B testing, qualitative analysis and quantitative methods in order to compare the effectiveness of these different structural approaches in influencing consumer behaviour. The objective of the present study is to provide actionable recommendations for e-commerce platforms and brand marketers, with a view to optimising marketing performance through the more effective exploitation of short video and live streaming formats.

(ii) Technology road map

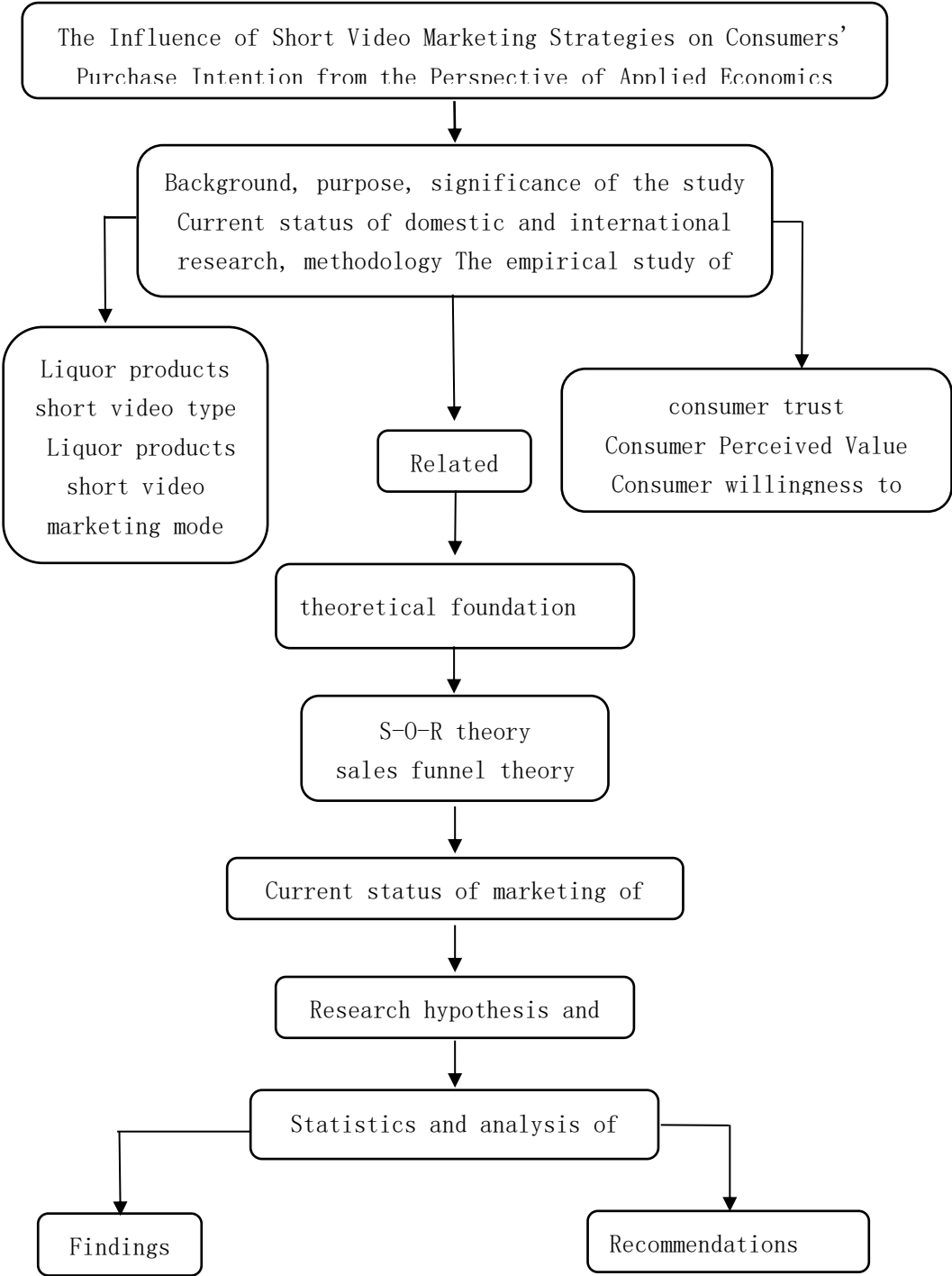


Figure 1.3. Technical wiring diagram

Source: constructed by the author

1.6. RESEARCH METHODOLOGY

Questionnaire survey method. This paper refers to the existing mature scale, according to the characteristics of the short video marketing of alcohol, design,

distribution, recovery, questionnaire. This paper adopts a combination of online and offline distribution of questionnaires, using the software "questionnaire star" for distribution. The software is easy to use, the distribution and recovery is convenient and fast, and the validity is high. The recovered valid data are processed by SPSS27.0, including reliability and validity, correlation analysis, determining the relationship between variables, explaining and discussing the influencing factors, and then drawing conclusions and proposing countermeasures.

Literature research method. By studying the existing literature on short video marketing of alcohol products, analyzing its marketing mode, marketing strategy, and combining with the current environment of short video marketing of alcohol, we can put forward really feasible sales suggestions for alcohol enterprises and alcohol product sellers.

1.7. OVERVIEW OF THE RESEARCH FRAMEWORK

This study provides an in-depth examination of the impact of short video marketing strategies on consumer purchase intentions from an applied economics perspective. The research framework is structured around several key components in order to facilitate a comprehensive analysis of this complex economic phenomenon.

First focus on what dimensions are included in a short video marketing strategy. This includes content creation strategy, like how to choose the theme of the video, what kind of expression and other aspects of content creation. Different content will make consumers have different emotional resonance and cognitive response. Communication channel strategy is also very critical, different short video platforms have different user groups and communication characteristics, choose the right channel can accurately reach the target consumers. There are also interactive strategies, such as interacting with consumers in the comment section and organizing interactive activities, which can enhance consumer participation and brand identity. Analyzing these strategy dimensions in detail helps to clarify the independent variables in the study and lay the foundation for the empirical study later.

Then, the core dependent variable of consumer purchase intention should be measured and analyzed precisely. Consumers' willingness to buy is affected by a variety of factors, and in the short video marketing scenario, consumers' perceived value of the short video content, their trust in the brand, and their own consumption attitudes may all affect their willingness to buy. The study should construct a reasonable measurement model, use scientific scales and survey methods to accurately obtain the data of consumers' willingness to buy, so as to deeply analyze the relationship between it and short video marketing strategies.

A series of control variables are also taken into account in the study, like individual consumer characteristics (age, gender, income, etc.), and factors of the consumption environment (competitive market conditions, macroeconomic environment, etc.). These control variables may interfere with the research results. Effectively controlling and analyzing them can more accurately reveal the intrinsic connection between short video marketing strategy and consumers' purchase intention, and improve the scientificity and reliability of the research.

Utilising the aforementioned research framework, this study aims to elucidate the intrinsic relationship between short video marketing strategies and consumers' purchase intention. This theoretical framework can provide a foundation for enterprises to develop more effective short video marketing strategies. In this manner, enterprises are able to more effectively address consumers' needs in the context of intense market competition, thereby achieving both economic and social benefits.

2. APPLIED ECONOMICS AND THE THEORETICAL FOUNDATIONS OF SHORT VIDEO MARKETING

2.1. CONCEPTS RELATED TO APPLIED ECONOMICS

Within the context of applied economics, a number of theories provide a solid foundation for understanding how short-form video marketing strategies affect consumer purchase intentions. The aforementioned theories are broad in nature and interrelated, and collectively, they constitute the theoretical framework necessary for the study.

(i) Consumer behavior theory

The field of consumer behaviour theory is concerned with the exploration of the internal and behavioural mechanisms of consumers in decision-making processes. In the context of brief video marketing campaigns, consumers encounter a substantial volume of information and a diverse array of product displays. Consequently, their purchasing intentions are influenced by a multitude of factors. A multitude of factors exert influence on consumers' perceptions of short-video content and their decision-making process. These include consumers' personal preferences, perceptions and attitudes, as well as external factors such as the social environment and cultural background. The study of consumer behaviour theories facilitates comprehension of the mechanisms through which consumers filter information on short video platforms, the manner in which they form their perceptions of products, and the ultimate determination of whether to purchase or not.

(ii) Marginal utility theory

Marginal utility theory posits that the incremental utility derived from each additional unit of goods consumed by a consumer exhibits a decreasing trend. In the context of video marketing, it can be posited that consumer attention and interest in short video content may exhibit a similar pattern. As the number of short videos increases, consumers' attention and interest in individual short videos may slowly decrease. Consequently, short video marketing strategies must be continuously

innovated and optimised to enhance consumers' marginal utility, thereby ensuring their sustained attention and interest in the content, and thus increasing their propensity to make purchases.

(iii) Information asymmetry theory

There is often a mismatch of information between buyers and sellers in market transactions. In the short video marketing scenario, consumers may have limited information to fully understand the real quality and performance of the product. As a way of information dissemination, short videos can alleviate the problem of information asymmetry to a certain extent. High-quality short video content can convey more product information to consumers and enhance their trust in the product, thus promoting the purchase intention.

(iv) Theory of elasticity of demand

The theory explores the degree of sensitivity of consumer demand to changes in price, income and other factors. In short video marketing, price is one of the most important factors affecting consumers' purchase intention. With reasonable pricing strategy and promotional activities, combined with the advantages of short-form video communication, it can effectively influence the elasticity of consumer demand to stimulate the desire to buy.

(v) A/B testing theory

The theory has its origins in the principles of experimental economics, with a particular emphasis on the verification of strategy effectiveness through controlled experiments. In the context of short video marketing, it is possible to accurately quantify the differences in user behavioural data by creating different versions of content (e.g. differentiated narrative rhythms, visual presentations, or interactive forms) for placement testing. Statistical analysis results have enabled the identification of content element combinations that exhibit higher conversion rates, thus facilitating the optimisation of placement strategy. The utilisation of short video platforms has been demonstrated to effectively mitigate decision-making risks through the implementation of A/B testing. In a market environment characterised by a persistent decline in

consumers' attention thresholds, these platforms facilitate the enhancement of content utility in a data-driven manner, thereby contributing to the maximisation of purchase conversion rates.

(vi) Sales funnel theory

The theory deconstructs the consumer purchase decision process into a multi-stage transformation model of cognition-interest-decision-action. As a full-funnel marketing carrier, short video triggers users' attention through algorithmic recommendation in the cognition stage, establishes emotional resonance through scenario-based content in the interest stage, facilitates purchasing willingness through KOL endorsement and limited-time offers in the decision-making stage, and completes the closed loop by seamlessly jumping to the shopping cart in the action stage. Especially in the new consumer ecosystem of short video platform "goods looking for people", brands need to design differentiated content strategies for each stage of the funnel, shorten the decision-making path of consumers by optimizing the conversion efficiency of each link, and systematically improve the input-output ratio of marketing.

Theories of applied economics provide a robust foundation for the study of the impact of short video marketing strategies on consumer purchase intention from diverse perspectives. A more profound comprehension and implementation of these theories can facilitate the development of more efficacious short video marketing strategies, thereby enhancing marketing effectiveness and promoting consumer purchase behaviour.

2.2. DEFINITION OF SHORT VIDEO MARKETING CONCEPTS AND CHARACTERISTICS

2.2.1. Definition of short video marketing

In recent years, there has been a gradual shift in the mode of interaction between enterprises and consumers, with an increasing tendency to utilise social media platforms for this purpose. In the Chinese market, short-form video applications have penetrated various age demographics, establishing a substantial user base. These

platforms employ short audio-visual content accompanied by background music to encourage interaction and the dissemination of information among users. In comparison with microfilms and traditional online video formats, the distinguishing feature of short videos is their limited content duration. In accordance with industry standards, the duration of short videos is typically restricted to between 15 seconds and 10 minutes.

Short video marketing is essentially the integration of short-time audio-visual content with commercial promotion strategies to form a social media marketing strategy with communication effectiveness. Based on the fast-paced nature of modern society, short video, with its fragmented communication advantages, effectively meets the content consumption needs of users in intermittent scenarios such as waiting for commuting and leisure breaks, thus realizing the high-frequency reach of marketing information. This kind of marketing pattern builds a multi-dimensional network of brand contact points by accurately grasping users' discontinuous time units.

2.2.2. Types of short alcohol videos

In the field of short video marketing, the differentiated features of UGC (User Generated Content) mode and PGC (Professional Generated Content) mode and their synergistic effects have become an important strategic path for liquor brands to enhance consumers' purchase intention.

(i) UGC model

Under the perspective of applied economics, the user-generated content (UGC) model has become an important innovative vehicle for short-video marketing of alcoholic beverages. The model relies on digital technology to empower consumers, and reconfigures the efficiency of market resource allocation through the synergistic mechanism of "production-communication-consumption". According to the ecological study of the ShakeEn platform, wine UGC content presents three core features: first, the decentralization of the identity of the producer, the ordinary user breaks through the communication barriers of traditional marketing, forming a new market role of

"consumers as communicators"; second, the life scenario of the production of content, the tutorials on wine mixing, tasting evaluation and other topics through the immersive restoration of real-life scenarios, which significantly reduces the cost of user cognition; third, the fission effect of the social network, based on the emotional and communal relationship, which is the most important and innovative carrier of the wine industry. Thirdly, the fission effect of social network, which triggers users' spontaneous spreading behaviors based on emotional resonance content design.

The innovative practice of the typical case "Lao Song's Microbrew 23:00" is of paradigmatic significance. By reconstructing the consumption scene, the account transforms the home bartending behavior into a figurative emotional symbol: on the one hand, the operation design of replacing professional bartending tools with beverage bottles meets the demand of users in the sinking market for a low-cost experience; on the other hand, the series of "three-step bartending method" content is disassembled through a standardized process, lowering the threshold of users' learning while strengthening the brand's sense of trust. Its transformation strategy reveals the economic value of the UGC model - through the content upgrade of "zero-basic teaching" and "cold knowledge of wine culture", it realizes the transformation from traffic dividend to user value, and this path of enhancing user stickiness with knowledge services verifies the theoretical logic of "information asymmetry dissolution - optimization of consumption decision".

Analyzed from the perspective of market efficiency, the economic efficiency of UGC model is reflected in three dimensions: First, the decreasing marginal cost effect is significant, user self-produced content breaks through the traditional advertising economy of scale restrictions, forming a positive cycle of "low-cost customer acquisition - high-density dissemination - continuous content reproduction"; Second, the social capital conversion mechanism, users accumulate social influence through content creation, and then form a "fan economy - brand premium - commercial realization" value chain closed loop; Third, the efficiency of market information is improved, massive user-generated content constitutes an unstructured data source, and

through algorithmic analysis can accurately capture changes in consumer demand. The second is the social capital conversion mechanism, in which users accumulate social influence through content creation, thus forming the closed loop of the value chain of "fan economy-brand premium-commercial realization"; and the third is the enhancement of the efficiency of market information, in which massive user-generated content constitutes an unstructured data source, and changes in consumer demand can be accurately captured through algorithm analysis. The study shows that the fan revisit rate of wine UGC accounts is significantly higher than the industry average, confirming the effectiveness of its user stickiness construction.

It is important to acknowledge the dual challenges confronting the UGC model, namely "content quality volatility" and "commercial value depletion". It has been demonstrated that certain creators may, in pursuit of increased traffic, over-entertain alcohol culture, which can result in the dilution of the brand's core value. Furthermore, the misalignment between user spontaneous communication and brand strategic objectives has the potential to lead to market signal distortion. In order to achieve this, the platform must establish a dynamic governance mechanism to realise the balanced development of commercial value and cultural communication through algorithmic weight adjustment and content hierarchy management.

(ii) PGC model

PGC mode (PartnerGeneratedContent), i.e. professional organisations produce content, this kind of video is usually produced by the professional team of liquor brands or MCN organisations, which not only has the breadth of UGC mode content, but also has the professionalism of PGC mode. This kind of short video is finely produced, has a wide audience, has a high commercial value, and has both social attributes and media attributes (He Li, 2022) ^[19]. Taking the representative account of the wine category "Drunken Goose Lady Wine Research Institute" as an example, the account has produced a series of popular science content by adopting movie-level filming technology and a team of professional sommeliers, systematically analysing the process and cultural connotation of wine. This mode of content production has not only

gained a wide range of airtime across the network, but also promoted the sales growth of related alcoholic beverages through the knowledge dissemination path of "scientific dismantling + cultural traceability". It is worth noting that the account has established in-depth cooperation with industry authorities, and the video it produced to popularise the whisky aging principle has been incorporated by the industry association into the industry's teaching resources, further enhancing the credibility of the content. Under the dual drive of policy regulation and market competition, the account launched "Craft Beer Flavour Atlas" and other professional content, through the deep fusion of authoritative endorsement and commercial value, to achieve the improvement of the unit price of brand cooperation, verifying the core competitiveness of the PGC model of "industrialised production + authoritative endorsement + product effect unification". Industry data shows that the conversion effectiveness of PGC content with goods is significantly better than the UGC model, and the conversion rate gap is obvious, which is closely related to the increase in trust of professional content in consumer decision making.

The UGC (user-generated content) paradigm is predicated on the notion that content is created and disseminated by users in their real-life scenarios and personalised experiences. The UGC model has been shown to inspire user participation by lowering the threshold of creation (Jones, 2019). In the domain of alcohol marketing, consumers document authentic scenarios, such as domestic consumption and social gatherings, to elicit an emotional resonance effect. However, individual creators must confront the challenges of content homogenization and innovation bottlenecks. Research has demonstrated that a significant proportion of wine accounts with a high number of followers ultimately elect to collaborate with MCN (Multi-Channel Network) organisations with a view to enhancing content quality and creative efficiency. A paradigmatic example of this phenomenon is provided by "Lao Song's Microbrew 23:00", which, following the rapid accrual of a substantial following through the utilisation of mobile phones to capture bartending scenes in the project's nascent stage, subsequently engaged a team of professional choreographers and directors, and

established a collaborative framework involving "user creative proposals, professional filming, and execution". The transformation of this PUGC (professional user-generated content) model has optimised the video quality and narrative structure, significantly increased the completion rate of the content, and successfully balanced the dual needs of users for authenticity and professional value. Furthermore, the account has collaborated with MCN organisations to establish the "Microbrew Lab" studio, which specialises in the development of derivative products such as prefabricated bartending kits. This represents the extension of the content IP to the closed loop of business.

It is important to note that the integration of PGC and UGC is becoming the mainstream of the industry. The initiation of interactive activities by brands facilitates the generation of drinking scene content by users. This content is then subject to editing by professional teams and is embedded with tasting knowledge, thereby establishing an ecosystem comprising a "professional framework and user co-creation". As demonstrated in the "2023 Liquor Short Video Marketing Guide", the integration of diverse content elements has been shown to enhance the effectiveness of marketing initiatives, with the potential to augment the play volume of a given activity by up to 120% and achieve a conversion rate that is twice the standard. At present, the head account of the liquor category generally adopts the dual-engine strategy of "strong persona + in-depth content". For instance, "Lao Song's Microbrew 23:00" has witnessed a substantial surge in its content preference rate through the consistent dissemination of tutorials that demonstrate the art of blending wine, exhibiting both a professional demeanor and a lifestyle aspect. This observation lends credence to the hypothesis that consumers exhibit a keen interest in the "professional value and lifestyle scenarios" presented in concise video formats. The content preference rate of "Lao Song's Microbrew 23:00" has increased significantly through its continuous output of tutorials that combine professionalism and lifestyle, thereby confirming consumers' demand for content that achieves a balance between professional value and lifestyle. This model not only fulfils the rational demand of users for knowledge

acquisition, but also stimulates consumption motivation through emotional resonance, which has become an effective path to enhance the willingness to buy.

Liquor MCN agencies have utilised the "data centre + talent matrix" to reconstruct the production chain. For instance, the alliance operating under the auspices of a liquor MCN agency utilises AI editing tools to reduce the production time of a single video to a few hours, and accurately matches users' late-night drinking scenarios, thereby resulting in a significant increase in the broadcast volume of the account matrix. Industry data indicates that there has been an annual increase in the number of MCN agencies operating within the alcohol sector, thereby driving brand cooperation premiums beyond the industry average. According to iiMediaResearch, the number of MCN agencies in China is expected to exceed 47,000 in 2023 (as shown in Figure 2-1), and the services of MCN agencies cover all aspects, including incubation, production, operation, promotion, cash and other full-service. Concurrently, the implementation of "AI intelligent editing + scenario-based data center" technology will enhance MCN agencies' commercialisation efficiency and promote industry innovation and reform.

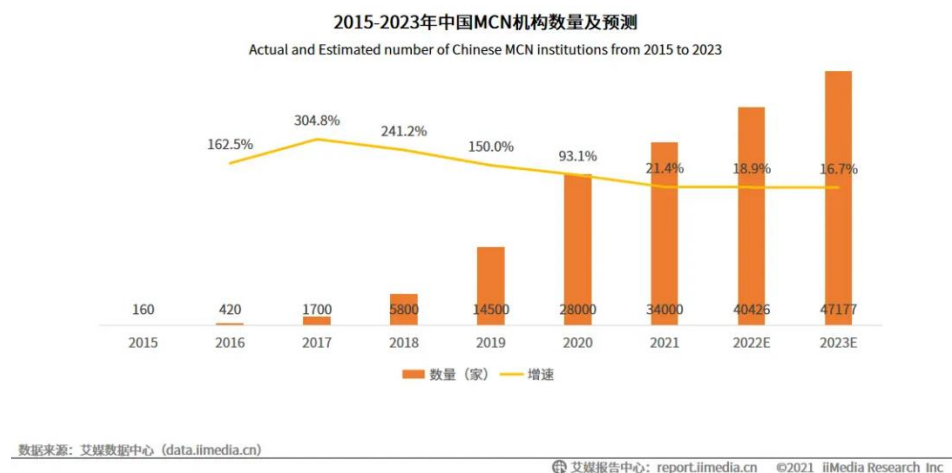


Figure 2.1. Number and Forecast of MCN Organizations in China, 2014-2023
Source: constructed by the author

2.2.3. Alcohol short video marketing mode

Short video marketing is a newly emerged model in the digital marketing field, which has a unique conceptual connotation and distinctive features in today's digital era. Conceptually speaking, short video marketing is a marketing tool that utilizes a short video platform to produce and disseminate creative content, attracting the attention of target consumers and stimulating their desire to buy. It breaks through the limitations of traditional marketing in time and space, and can interact with consumers in a more vivid, intuitive and infectious way.

Short video marketing features are very significant. It presents a variety of forms of content, such as product display, life scene interpretation, knowledge sharing and other types are available to meet the needs of different consumer interests. In the speed of dissemination, short video has the advantage of immediacy and rapid diffusion, a good short video can be seen by a large number of users in a short time. Short video marketing is very interactive, consumers can interact with the creator in real time by liking, commenting and forwarding. This interaction not only makes consumers feel more involved, but also helps brands better grasp consumer demand and feedback.

Short video marketing is also characterized by precise targeting. Relying on big data analysis technology, short video platforms can know the user's interests, hobbies, consumption habits and other information, thus helping brands to accurately push the relevant marketing content to improve the marketing effect. And the cost of short video marketing is relatively low, which is very cost-effective for small and medium-sized enterprises (SMEs). As long as the creativity is skillful and the planning is careful, even if the budget is limited, it is still possible to make influential short video content.

Short video marketing plays an increasingly important role in today's market competition by virtue of its unique concept and distinctive features. An in-depth understanding of the concept and characteristics of short video marketing is crucial for enterprises to formulate effective marketing strategies and enhance consumers' purchasing intention, and it also provides a rich practical basis for related research in applied economics.

(i) Social platform short video + e-commerce

With the transformation and upgrading of China's consumer market, the marketing methods of alcoholic beverages present a diversified trend. The short video platform has gradually become an important position for the marketing of liquor brands by virtue of its instantaneous communication characteristics. After accumulating a huge number of users, the Jitterbug platform has realized the commercial closed loop of shopping cart function and live streaming with goods through the technical docking with e-commerce platforms such as Tmall and Jingdong. It is worth noting that the Jitterbug platform clearly stipulates that when the account fan base exceeds 1,000 and more than 10 compliant videos are released, the shopping cart function can be opened. This mechanism provides a commercial conversion channel for small and medium-sized liquor brands and individual creators.

The platform has specially launched the "Wine Talent Program" for wine and liquor content, and fostered professional wine content creators through systematic support such as traffic tilting, content training, and commercial realization. Famous wine critic Drunken Goose Lady has gained 3.2 million fans by sharing wine tasting knowledge, and whisky expert "Old Song's Microbrew 23:00" has achieved millions of sales in a single live broadcast by virtue of his professional explanations, which are typical examples of the commercial potential of wine content.

(ii) E-commerce platforms + short videos

Traditional e-commerce platforms have laid out short video marketing tracks to cope with traffic competition. Jingdong liquor channel innovation launched "appellation traceability" short video column, through field visits to Maotai town, Bordeaux and other well-known wine producing areas, combined with expert explanation to strengthen product endorsement. Tmall International, in conjunction with well-known wineries to create a "cloud wine" live special, WSET certified sommelier for professional explanation, with limited-time offers to achieve the effect of product integration.

It is worth paying attention to, part of the platform and liquor origin to establish in-depth cooperation. 1919 liquor direct supply joint Qionglai liquor production area in Sichuan, through the director of the form of live show brewing process, the use of the professional identity of the producer to enhance consumer trust. Liquor network launched the "winery direct plan", not only optimized the supply chain system, but also through short videos to show the filling, quality control and other production processes, to build "transparent" consumer scenarios. This "content + e-commerce" integration model is reshaping the marketing ecology of the alcohol industry.

(iii) Private Traffic + Scenario-based Operation

In the context of intensifying competition for public domain traffic, liquor brands have gradually shifted their strategic focus to the private domain system of the WeChat ecosystem, thereby constructing a closed-loop scenario that encompasses content reaching, emotional linking and consumption transformation. The brand has cultivated its user base by producing in-depth content and facilitating immersive cultural communication via its video platform. This has enabled the dissemination of knowledge pertaining to wine tasting and the interpretation of the brewing process, thereby fostering a deeper understanding among users. The integration of "content seeding - instant purchase" with the assistance of the small program mall has also been realised. In the context of community operation, the brand fosters user loyalty through the provision of exclusive member activities and festival-themed interactions. For instance, the establishment of differentiated services, such as the reservation of cellar wine tasting sessions and the exchange of limited-edition wine ware, serves to stimulate the vitality of consumption within the community.

Some wine enterprises have innovatively opened offline and online touchpoints, setting up code-sweeping entry points in physical stores and combining with WeChat to carry out personalized services. The shopping guide team maintains customer relationships by sharing tutorials on wine mixing and wine pairing with friends, and tracking user preferences with "one item, one code" technology to form precise service programs. In industry practice, some brands have developed old wine collection

consultants, private cellar management and other special features to transform private traffic into in-depth service scenarios; other brands encourage users to share customized wine stories through social fission design, so as to achieve brand culture penetration in social relationships. This "light promotion, heavy experience" operation mode not only maintains brand tone, but also expands the vertical depth of the consumption scene through the social trust chain, providing a sustainable operation path for the transformation of high-end and personalized alcoholic beverages.

2.2.4. Advantages of Short Video Marketing for Alcohol

(i) Low marketing costs and reduced operational pressure

The utilisation of short video marketing has emerged as a viable promotional strategy for small and medium-sized liquor brands, offering a low-threshold approach to marketing. In comparison with the significant expense typically associated with employing a professional filming team and renting high-end scenes for conventional alcohol advertisements, the creation of short videos necessitates only a smartphone, thus resulting in a substantial reduction in costs. To illustrate this point, consider the example of craft beer workshops. In such settings, practitioners have the capacity to record the details of raw material screening, fermentation and temperature control processes through the lens of a camera, supplemented by close-up shots of the liquid flowing under natural light. This approach eliminates the necessity for complex sets to convey the qualities of the product. The platform's traffic distribution mechanism has been found to facilitate the dissemination of high-quality content, thereby enabling it to overcome resource constraints. To illustrate this point, consider the case of a niche gin brand that has achieved millions of exposures with no advertising budget, thanks to a series of short videos called "Daily Life in the Distillery." This example serves to substantiate the viability of creativity-driven alternatives to capital-driven approaches.

(ii) Instant interaction to activate the consumer decision-making chain

The interactive nature of short videos has had a significant impact on the decision-making process surrounding alcohol consumption. In the context of video content,

users are presented with the opportunity to pose queries regarding the variances in peat value during the course of the video, utilising pop-up functionality. Bloggers are afforded the capacity to improvise, thereby facilitating the demonstration of a comparison of the colour and lustre of liquors originating from disparate production areas. Consumers are afforded the opportunity to share homemade recipes, with the tutorial focused on the process of handmade plum wine making. Creators are able to select UGC content of a high quality, with the objective of displaying it at the commencement of the video. This dual-direction communication system not only reduces the time taken to raise brand awareness, but also improves user retention through the closed-loop process of "viewing-interaction-transformation". During the live broadcast of a domestic wine brand, a temporary increase in the analysis of the cork process was identified by the audience in the comment area. This interactive initiative resulted in a substantial increase in audience participation, with some users clicking on product links, thereby reflecting the direct catalytic effect of live broadcast interactivity on consumers' purchase intention.

(iii) Precise and targeted advertisement delivery

Short video marketing can accurately reach liquor consumer groups, and the cost advantage is significant. Currently, mainstream short video platforms generally use intelligent algorithm recommendation mechanism to build personalized recommendation models by analyzing users' browsing habits, interaction preferences and consumption records. Take the whisky culture promotion as an example, the platform will automatically identify the user's concern behavior on spirits content, and then push the single malt whisky brewing process or barrel aging principles and other related content to the potential consumer interface. Alcohol companies can select vertical labels such as "handcrafted" and "vintage cellar" for targeted placement according to product characteristics, while consumers can quickly retrieve professional content such as sherry cask maturation technology or champagne brewing regulations through the interest labels, thus realizing efficient docking between the supply and demand sides.

(iv) Entertaining content to attract consumer interest

The brevity of the video is conducive to the effective disruption of the prevailing stereotype in the field of wine marketing, with the result that the professional knowledge is transmuted into an immersive experience. Advertisements for traditional sake that are conventionally characterised by an abundance of numerical data and accolades have been shown to be ineffective in terms of capturing the essence of the beverage's charm (Smith, 2023). The utilisation of concise video formats, however, has been demonstrated to be a more efficacious medium for conveying the allure of sake culture, as evidenced by the utilisation of scenario-based narratives. The documentation of a sake brewing workshop continues to record the entire process of the craftsmen's handmade brewing and low-temperature fermentation, with the camera language focusing on the concentration of turning the grains of sake in the morning mist and the delicate texture of the wooden sake spoon cutting through the morning light. This "craft theater" style of presentation has been shown to convey the essence of brewing junmai daiginjo (Mori et al., 2022) and to create the aesthetics of a craftsman "hanging on for dear life" (Ito et al., 2019). It has been demonstrated that this approach enables viewers to gain knowledge of sake while naturally generating emotional resonance and a desire to consume (Nakano et al., 2021).

(v) Cultural empowerment to enhance brand premium space

The utilisation of brief video content offers a valuable medium for alcohol brands to craft cultural narratives. The continuous output of non-genetic inheritance of brewing techniques, the historical lineage of the evolution of wine vessels, and the humanistic connotations of drinking etiquette has enabled companies to establish a unique brand culture matrix. A yellow wine brand has been instrumental in the revival of an ancient brewing method as outlined in "The Essentials of Qi Min" through a series of concise video tutorials. This initiative has seamlessly integrated the twenty-four solar terms with the meticulous maintenance of wine spirits, thereby fortifying the regional distinctiveness of the product and bestowing upon the brand an added dimension of "living cultural heritage". This cultural empowerment enables the product

to break through homogenised competition and establish a value anchor point that is difficult to replicate in consumer perception.

(vi) Scenario penetration, creating new touchpoints for consumption

The utilisation of concise video content has effectively reconfigured the temporal and spatial parameters of alcohol consumption scenarios. The "Home Cocktail Lab" series has provided a platform for bartenders to demonstrate the art of crafting specialised libations utilising fundamental liquors and seasonal fruits. Concurrently, wine bloggers have produced instructional videos on the subject of wine pairing in hotpot restaurants, thereby challenging the conventional approach to wine pairing with Western cuisine. The expansion of context of product use, as well as the cultivation of new consumer habits, is achieved through the provision of scenario-based contents. Examples of such habits include the consumption of whisky with ancient books and sake with wakame, which results in the opening up of incremental markets through lifestyle penetration.

2.3. CONSUMER PERCEIVED VALUE

With regard to the concept of perceived value, a diversity of perspectives exists within the academic community. Zeithaml (1988) was among the first to investigate this concept from the viewpoint of consumers, proposing that the perceived value of an alcoholic beverage product is the overall trade-off between the sensory experience provided by the product and the cost to be paid by consumers in the process of evaluating, acquiring and consuming the product ^[20]. In 2004, Wu Yonghong and Fan Xiucheng proposed that the consumption of alcohol can be characterised by typical emotional attributes. They further theorised that the perceived value of alcohol is determined by a comprehensive judgment formed by consumers in specific consumption scenarios. This judgment is influenced by factors such as brand cultural identity, the drinking experience, and the purchase cost ^[21]. In the study of spirits consumption, Rogers (1997) posited that consumers' perceived value should encompass three dimensions: economic utility (price reasonableness), experiential

utility (taste and after-drinking experience), and emotional utility (brand culture resonance)^[22].

Zhou Yijin (2006) and others conducted a study of organic wines, in which they expanded the perceived value system to include the following components: quality value (raw materials and brewing process); emotional value (brand story and drinking rituals); health value (organic certification); social value (symbolic significance of the occasion); and cost perception (price and time investment)^[23]. This classification has been corroborated by certain scholars, who have added a new dimension of "localized value" in order to emphasise the influence of regional raw materials and brewing traditions on consumers' value perception.

In her 2007 study, Min Meimei (2007) posited that the perceived value system consists of four major elements: functional value (alcohol characteristics and drinkability), emotional value (brand emotional connection), social value (group identity) and cost value (monetary and non-monetary costs). This theory was constructed using a scale of alcohol consumption value.^[24] The Qionglai Specialty Winery Industry Development Plan observes that contemporary alcohol consumers place significant emphasis on "experiential value", encompassing the immersive nature of the purchasing environment (e.g., winery tours) and the ceremonial aspect of the drinking process. This value dimension is particularly pronounced in the context of high-end spirits^[25].

2.4. CONSUMER TRUST

Trust, as an integral component of business operations, is interpreted in diverse ways across different industry sectors. In the context of the study of alcohol marketing, consumer trust is defined as consumers' confidence in alcohol producers or sellers to fulfil their quality promises. This includes the recognition of brand integrity and the expectation of product quality stability. This trust relationship is characterised by a reciprocal nature, whereby enterprises are expected to fulfil their quality promises and consumers to maintain reasonable quality expectations.

In the context of e-commerce involving alcohol, the role of consumer trust in influencing purchase decisions is of particular significance. It is evident that online transactions are unable to provide the sensory experience of physical products, which consequently results in consumers encountering heightened uncertainty and information asymmetry issues. Recent studies have confirmed that consumers' trust in alcohol e-commerce platforms is significantly positively correlated with their purchase intentions, and this effect is more pronounced in the transactions of high-end alcohol products.

The mechanism of alcohol consumer trust formation is industry-specific. Extended research, grounded in the Technology Acceptance Model (TAM), has identified that consumers' professional knowledge of the brewing process, the credibility of brand history, and the transparency of product traceability information collectively constitute the core dimensions of trust. In the context of the liquor e-commerce scenario, structural equation modelling was employed to verify the assertions of domestic scholars. The model demonstrated that the product certification system, the authenticity of tasting videos, and the logistics guarantee mechanism collectively serve as antecedents for trust. In light of the aforementioned theoretical framework, a number of scholars have proposed a three-dimensional trust model, termed the "quality-service-culture" model, which emphasises the pivotal role of the contemporary interpretation of the traditional brewing process in shaping the perceptions of the new generation of consumers.

The extant literature provides a theoretical foundation for the utilisation of short video content in the context of liquor marketing. By utilising dynamic presentation of core elements, including raw material selection, brewing process, and cellar environment, in conjunction with expert tasting and consumer testimonials, short videos can effectively address the information asymmetry problem associated with online wine purchasing. This multi-dimensional sensory stimulation and information transfer may enhance consumers' perception of product authenticity and thus strengthen their purchase intention.

A comprehensive review of the extant literature reveals several factors that influence consumers' purchase intentions in the context of short e-commerce videos. These factors include the comprehensive product display in short e-commerce videos, the introduction by an anchor, and interactive behaviours. It is suggested that these factors can enhance consumers' tendency to trust, which in turn can affect their purchase intentions.

2.5. CONSUMERS' WILLINGNESS TO BUY

Consumer purchase intention belongs to one of the key research objects in the field of marketing. It is of great value to analyze it from the perspective of applied economics. Purchase intention is not determined by a single factor, but a variety of complex factors interacting with each other to produce an impact. According to the principle of economics, consumers will weigh the costs and benefits when making purchase decisions. If consumers feel that the utility of purchasing a product or service exceeds the cost, their willingness to buy will increase.

In the short video marketing scenario, the mechanism of consumer purchase intention formation has become more complex. Short videos can quickly attract consumers' attention and stimulate their interest by virtue of vivid images, infectious sound effects and other unique forms. This enables consumers to quickly increase their knowledge of the product and influences their purchase intention. For example, the use of short videos to show the unique functions and use of the product can make consumers more intuitively recognize the product and thus increase their favorability and willingness to buy.

From the psychological level of consumer analysis, emotional factors will also affect the willingness to buy. Short video marketing often triggers emotional resonance to move consumers to produce emotional responses such as happiness, moving, etc. This emotional connection allows consumers to establish a strong connection with the product and thus increase purchase intention. This emotional connection allows consumers to establish a close relationship with the product, thus increasing the

willingness to buy. Relevant studies show that consumers' willingness to buy increases dramatically when they watch short videos that generate positive emotions.

Generally speaking, short video marketing strategies from the perspective of applied economics have a multifaceted impact on consumers' willingness to buy. An in-depth understanding of the theoretical basis of consumers' willingness to buy can help enterprises develop more effective short video marketing strategies to enhance market competitiveness and realize the growth of economic benefits.

2.6. EXPLORATION OF THE ASSOCIATION BETWEEN SHORT VIDEO MARKETING AND APPLIED ECONOMICS

From the aspect of applied economics, it is an important thing to properly study what kind of connection there is between short video marketing and applied economics. Short-form marketing is a newly emerged form of marketing that is closely related to a number of theories and concepts in applied economics. In terms of market supply and demand, short-form marketing relies on the precise delivery and presentation of content to influence how consumers perceive and demand a product, which changes the supply and demand of the market. For example, a product that not many people know about may attract a lot of attention from consumers because of good marketing on a short video platform, and the demand for the product will increase all of a sudden. This shows that short video marketing plays a role in regulating supply and demand in the market, which echoes the theory of supply and demand in applied economics.

Pricing strategy in video marketing is also closely related to applied economics. When companies do short video marketing, they have to set a reasonable price according to the cost of the product, market competition, and consumer psychology and other factors. Price theory in applied economics can provide a theoretical basis for pricing strategy. Enterprises analyze the cost of the composition of the situation, and then combined with the state of competition in the market, the use of price elasticity and other concepts to determine the best price level in order to achieve maximum profit. In the short video platform, some products use time-limited discounts, group buying

and other pricing strategies to attract consumers to buy, which is the application of pricing theory in applied economics in practice.

The aforementioned video marketing communication and promotion mechanism also contains the principles of applied economics. The utilisation of algorithmic recommendation systems by short video platforms ensures the accurate dissemination of content to target users. However, this process gives rise to concerns regarding information dissemination efficiency and cost issues. From the perspective of applied economics, the objective of this precise push mechanism is to reduce the cost of information dissemination and improve marketing efficiency. By analysing user data and behaviour, the platform is able to deliver marketing messages to users who are most likely to purchase products, thus reducing the waste of resources and achieving optimal resource allocation. A close examination of the interrelations between short video marketing and applied economics reveals numerous points of convergence, suggesting that an in-depth investigation of this connection could facilitate a more profound comprehension of the fundamental principles underpinning short video marketing. Furthermore, such an investigation could potentially provide a theoretical foundation to support enterprises in formulating more effective marketing strategies.

2.7. GROUNDED THEORY

2.7.1. S-O-R Theory

The S-O-R theory is a theoretical framework grounded in the principles of environmental psychology (see Figure 2.2). This theory posits that external environmental stimuli (Stimulus) exert an influence on the cognitive or emotional state (Organism) of individuals, thereby prompting the emergence of intrinsic attitudes or extrinsic behavioural responses (Response). The internal response is primarily characterised by the formation and transformation of consumer willingness, while external behaviour is manifested in approach or avoidance. This theoretical system provides significant theoretical support for the prediction of consumer decision-making mechanisms.

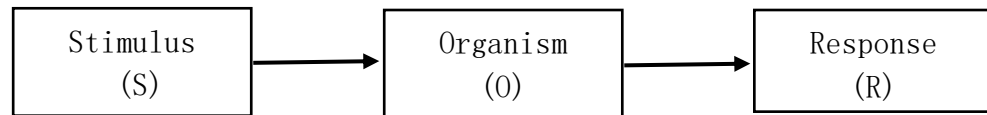


Figure 2.2. S-O-R model

Source: constructed by the author

Since the 1980s, the S – O - R theory has been extensively utilised in the domain of consumer behaviour research. Donovan and Rossiter (1982) were the first to incorporate the model into the study of consumption scenarios, and their research revealed that the spatial atmosphere of alcohol retail terminals can stimulate consumers' pleasure-arousal-dominance emotions, with this emotional state exerting a direct influence on the tendency of their purchasing decisions ^[26]. The applicability of the theory was further verified by Eroglu and Machleit (2001) in online alcohol consumption environments, thus establishing the foundation for subsequent studies ^[27]. The aforementioned theory has undergone a process of refinement within the domain of alcohol consumption research in recent years.

In their seminal study, Shi Feng and Meng Chao (2017) explored the consumer decision-making mechanism of online liquor collocation. To this end, they employed the S – O - R model as a theoretical framework ^[28]. In their 2018 study, Zhou Tao and Chen Kexin utilised a theoretical framework to analyse the consumption behaviour law of socialised alcohol e-commerce users. They systematically examined the influencing elements of user participation and sharing behaviour ^[29]. He Junhong et al. (2019) utilised the S – O - R theoretical perspective to elucidate the trajectory of online reviews of alcohol products on consumers' impulsive purchase intention. In their 2019 study ^[31]. Qu Hong and Wang Miao examined the impact of alcohol e-commerce return policies on consumer behaviour, utilising a theoretical model to analyse the underlying mechanisms ^[31]. Jing Zhang (2020) utilised the S – O - R framework to methodically elucidate the transmission mechanism of alcohol multichannel sales scenarios on consumers' purchase intention ^[32].

A synthesis of extant studies reveals that S – O - R theory can effectively interpret the internal logic of alcohol consumption behaviour. When consumers are stimulated by the environment in the alcohol consumption scene, they will trigger specific psychological cognition and emotional experience, and then form purchase intention or implement purchase behaviour. The present study adopts the S – O - R theory as its theoretical framework, thereby constructing an analytical model that incorporates the multidimensional scene elements of the live liquor e-commerce room as stimulus variables, the consumer's cognitive and emotional state as organism variables, and purchase intention as the outcome variable.

2.7.2. Sales Funnel Theory

The concept of SalesFunnelTheory (SalesFunnelTheory) is rooted in the field of marketing, which seeks to methodically delineate the sequential decision-making process of consumers, commencing from initial awareness and culminating in the final purchase. The theory under scrutiny here deconstructs consumer behaviour into progressive stages, which generally contain four core links: The following model is proposed: Awareness, Interest, Decision and Action. In the context of alcohol consumption, the funnel model has been demonstrated to offer a valuable theoretical framework for enterprises seeking to formulate precise marketing strategies. This model effectively captures the dynamic path of consumers, from the initial contact with alcohol brand information and the subsequent generation of preferences, to the culmination of the purchase transformation.

In the early stages of research, the focus was predominantly on the characteristics of the alcohol sales funnel within conventional channels. Schmitt (1999) proposed that the onset of brand awareness among alcohol consumers frequently occurs through offline terminal displays or word-of-mouth communication, with purchase decisions being influenced by both price sensitivity and brand loyalty.^[33] Following the widespread adoption of digital marketing strategies, scholars have begun to examine the impact of online channels on the transformation of the funnel model. As indicated

in the 36th edition of the China Alcohol Industry Insight Report, published by the Krypton Research Institute in 2024, the influence of social media on the conversion cycle of alcohol consumers has been demonstrated to be a significant factor in the transition from the initial interest stage to the subsequent stage of purchasing, a finding which provides a new direction for the precise reach strategies of alcohol e-commerce companies.

In recent years, studies have further deepened the application dimension of the funnel theory in the context of alcohol consumption. Li Mingyu (2023) analysed the decision-making process of high-end liquor consumers using the funnel model, concluding that brand culture narratives exert a significant influence on the efficiency of brand penetration during the cognitive stage ^[34]. Liu Yiqin et al. (2024) demonstrated through empirical research that live e-commerce, through real-time interaction and scenario-based experience, can synchronously activate consumer engagement in the interest and decision-making phases, thus optimising the efficiency of funnel conversion ^[35]. Moreover, Hu Haibo's (2018) study corroborated the efficacy of bespoke recommendation algorithms in stimulating the action stage of alcohol consumers, underscoring the pivotal role of technological interventions in enhancing conversion rates at the end of the marketing funnel ^[36].

The present study integrates the sales funnel theory, with the aim of analysing how alcohol e-commerce live broadcasting influences consumers' decision-making paths through multi-stage stimulation strategies. The following hypothesis is put forward: live broadcasting content builds brand awareness (cognitive stage); the interactive mechanism stimulates product interest (interest stage); time-limited promotions and trust endorsement drive the purchasing decision (decision stage); and finally, convenient payment completes consumption conversion (action stage). This framework is complementary to the S – O - R theory, revealing the formation logic of alcohol live-streaming consumption behaviour from the perspectives of behavioural stages and psychological mechanisms, respectively.

2.8. DESCRIPTION OF THE ROLE OF THEORY IN GUIDING THIS STUDY

From the perspective of applied economics, the theory of consumer behaviour provides a core analytical framework for understanding the influence mechanism of short video marketing strategies on purchase intention. The theory under discussion places significant emphasis on the principle of utility maximisation in the consumer decision-making process. It asserts that consumers will comprehensively evaluate multiple factors such as product function, price, personal preference, and so forth, when choosing products. In the context of short video marketing, consumers will evaluate the utility of the product based on the information they perceive and the degree to which it aligns with their needs. For instance, when consumers encounter a brief video presentation of a smart device, they will assess its utility by evaluating the trade-off between its functional features and its price. This evaluation will subsequently precipitate the consumer's purchase decision. This decision-making process aligns closely with the established sequence of "demand identification - information search - evaluation and selection - purchase decision" within the theoretical framework of consumer behaviour.

Conversely, the theoretical underpinnings of information dissemination offer a conceptual framework for understanding the mechanisms through which short video marketing disseminates information. The aforementioned theory posits that the effect of information dissemination is influenced by a multitude of factors, including the credibility of the communicator, the quality of the content, the characteristics of the channel, and the characteristics of the audience (Harold Lasswell, 1948) ^[37]. In the domain of short video marketing, the individual responsible for content creation assumes a pivotal role in the dissemination of information. The level of professionalism and reputation of this creator exerts a direct influence on consumer trust. The quality of content, the attributes of the product, the utilisation of visual elements to enhance the narrative, and the platform's capacity for rapid dissemination and extensive coverage are all critical factors in determining the appeal of short videos. This heightened exposure to product-related information increases the likelihood of

consumers encountering the content. The synergistic effect of the three elements combines to shape consumer perception, which in turn affects purchase intention. For instance, beauty brands utilise the short video platform to showcase the effects of product usage, leveraging the professional image of the creator to convey credibility and enhancing the product's appeal through dynamic demonstrations, thereby strengthening the audience's purchase intention.

Social learning theory further elucidates the imitation and modelling effects in the context of short video marketing. The theory posits that individuals can acquire new behavioural patterns through the observation of others' behaviour and its consequences (Bandura, 1977) ^[38]. In the context of short-video platforms, consumers develop indirect perceptions of products by observing the experiences, reviews, and recommended content of other users. For instance, a prominent blogger's utilisation and favourable appraisal of a product may elicit imitation motivation in prospective consumers through the social recognition effect, thereby fostering purchasing behaviour. The theoretical basis for user-generated content (UGC) and celebrity recommendation in short video marketing strategy is provided by the "observation-imitation-decision" path.

In summary, the following theories provide a systematic explanatory framework for the relationship between short video marketing strategies and consumers' purchase intention: consumer behaviour theory, information dissemination theory and social learning theory. This framework examines the relationship from the different dimensions of demand decision-making, information transmission and behaviour imitation. These theories establish an analytical foundation for the study, in addition to providing a theoretical basis for the selection of variables and verification of the mechanism of the subsequent empirical model. This ensures the scientific and logical self-consistency of the research design.

3. THE CURRENT SITUATION OF SHORT VIDEO MARKETING OF ALCOHOL

3.1. THE CURRENT SITUATION OF SHORT VIDEO PLATFORMS FOR ALCOHOL

From 2023 to the present, the short video application (SVoD) market in China has demonstrated rapid growth, with Jitterbit and Shutterbug assuming a dominant position as the primary platforms. AiMedia Consulting (2023) has provided data which indicates that Jitterbit was the preferred option, with 45.2% of users selecting it. In second place, Shutterhands received 17.9% of user preferences. In the context of alcohol e-commerce, consumers' primary considerations when selecting a platform for purchasing alcohol are multifaceted. The findings of the research conducted by AiMedia Consulting (2023) indicate that quality assurance (55%), guarantee of authenticity (54.3%) and price (50.4%) are the core factors that attract the most attention. In contrast, dimensions such as year of production, after-sales service and logistics timeliness constitute the secondary factors for consideration (as shown in Figure 3-1). It is important to note that although consumers generally regard product quality and authenticity guarantee as the primary criteria, in the actual decision-making process, it is difficult to intuitively quantify the differentiation between platforms in terms of quality traceability and authenticity verification. This results in affordability gradually becoming the determining factor in user decision-making and driving cost-effective e-commerce platforms to gain a competitive advantage.

The contemporary state of competition in the alcohol e-commerce market has reached a stage characterised by an increased focus on service experience. AiMedia Consulting (2023) asserts that 52.5% of Internet users opt for online wine purchases. However, 55% of consumers contend that the prevailing platform requires enhancement in terms of quality supervision. Moreover, 22% of users underscore the potential for logistics services to be optimised. This finding indicates that platforms must develop multi-dimensional service enhancements in order to offer competitive advantages in addition to fundamental protection. In the context of future competition,

there will be an emphasis on enhancing product quality (e.g., origin certification, process transparency), fortifying brand characteristics (e.g., cultural IP co-branding, scenario-based marketing), and optimising logistics services (e.g., instant delivery, temperature-controlled warehousing). For instance, some of the leading platforms have already enhanced the quality of their products by introducing new offerings. For instance, certain head platforms have introduced blockchain technology to ensure the traceability of liquor, or have collaborated with regional liquor enterprises to develop customized products. Such innovative initiatives not only satisfy consumers' deep demand for quality, but also enhance user stickiness through differentiated services. In summary, the integration of the traffic aggregation effect of short video platforms and the consumption scene of liquor e-commerce has precipitated a new stage of development in the industry that emphasises both quality and experience. In order to maintain price competitiveness and accurately align consumer demand, platforms must leverage technological capabilities and innovative services, thereby securing a favourable position within the competitive market.

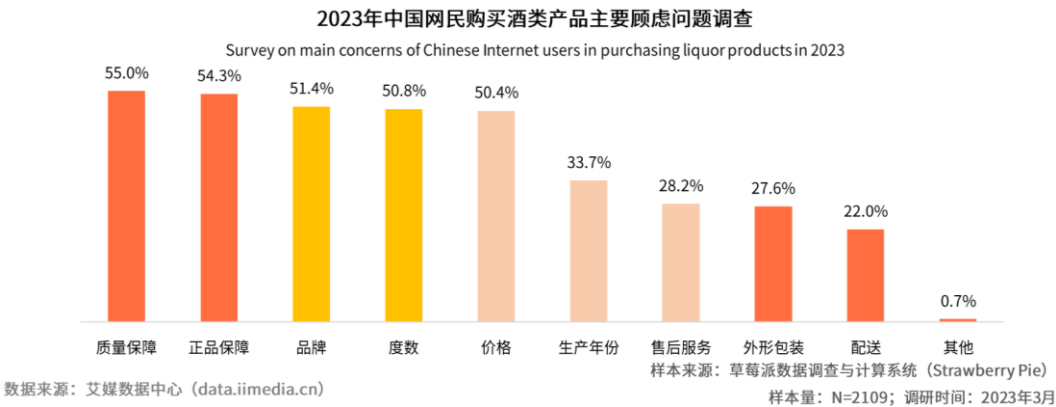


Figure 3.1. Survey on Major Concerns of Chinese Internet Users Purchasing Alcohol Products in 2023

Source: constructed by the author

At the 12th China Network Audiovisual Conference in 2024, the theme of the forum was "Extreme Audiovisual - Strong Empowerment". On this occasion, the China Network Audiovisual Association released the "China Network Audiovisual Development Research Report (2025)". As of December 2024, the status of short video

in the media ecosystem continued to rise, and in terms of specific usage time, the per capita single-day usage time of short video applications amounted to 156 minutes, ranking first among all Internet applications. The report indicates that users continue to prioritise the attributes of short video content, namely its richness, timeliness, and novelty. However, users have expressed a lower rating for content authenticity, depth, and privacy protection. In relation to content type, there remains a strong demand for pan-knowledge and pan-life short video content, while the value of practical niche short video content, such as emotion, shopping and healthcare, is gradually being realised, with a significant increase in the proportion; short video content that impresses users to the point of sharing is still mainly light, interesting and practical, and the willingness to share content reflecting social hotspots rises at the fastest rate.

3.2. WINE SHORT VIDEO SCALE FORECAST

In 2024, China's internet infrastructure underwent further development, with the construction of 5G and gigabit fibre optic broadband networks being promoted in an orderly manner. Mobile internet access traffic continued to exhibit a trend of faster growth, and the information and communication industry demonstrated effective high-quality development. The number of users of short videos continues to increase; according to the 53rd Statistical Report on the Development Status of the Internet in China, released by the China Internet Network Information Center (CNNIC), the number of short video users in China was 1.05 billion as of December 2023, an increase of 41.45 million compared with December 2022, accounting for 96.4% of the overall number of Internet users.

As of 2023, China's short video market maintains its global leadership, with the industry demonstrating consistent, incremental growth. The China Network Audiovisual Program Service Association and Ai Media Data Center have stated that following an estimated market scale of 140.83 billion yuan in 2020, an increase to 205.13 billion yuan is predicted in 2021, with a further predicted rise to 376.52 billion yuan in 2022. The association has stated that the market is expected to reach 565.53

billion yuan in 2023 and 106.08 billion yuan in 2025. The compound annual growth rate is in excess of 20% (see Figure 3.2). The mainstream platform has established a comprehensive ecosystem encompassing "short video + live broadcasting + e-commerce". Through the optimisation of AI recommendation algorithms, the integration of virtual live broadcasting technology, multi-platform content distribution, and other technological advancements, it has cultivated an immersive consumption environment, boasting a daily average of over 700 million users. It is imperative to pay close attention to the novel marketing models that have emerged, such as the brand self-playing matrix, daren seeding with goods, and instant conversion closed loop. These models have been instrumental in propelling the industry to achieve a 42% year-on-year growth in GMV during the initial six months of 2023. This has solidified its position as the most dynamic growth pole within the digital economy.

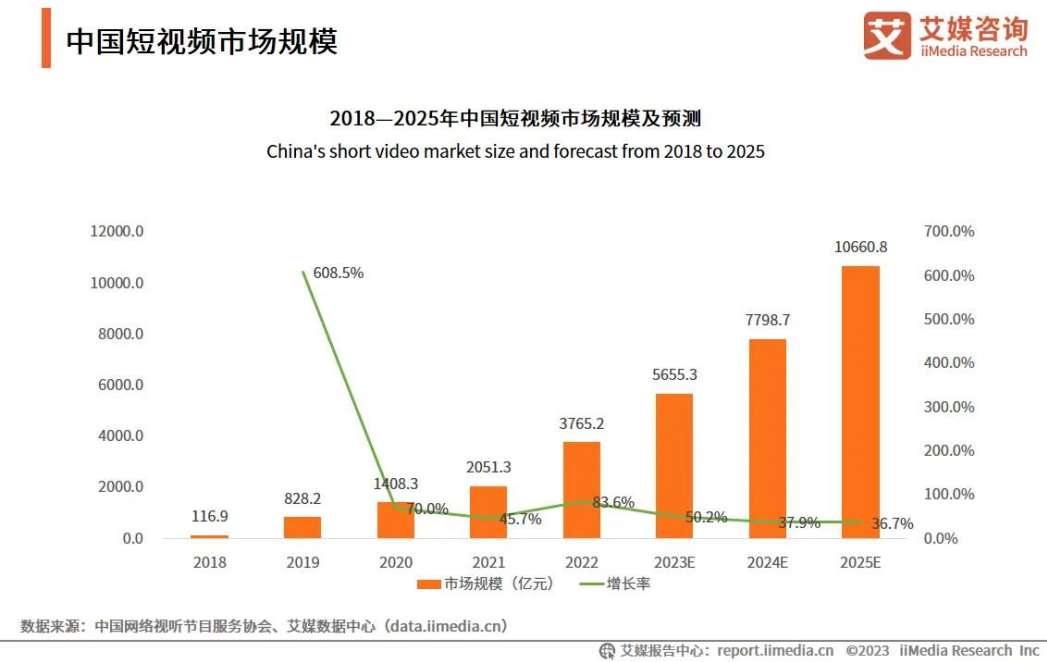


Figure 3.2. China Short Video Size and Forecast, 2018-2025
Source: constructed by the author

4. RESEARCH HYPOTHESES AND MODEL FORMULATION

4.1. Research hypothesis

Based on the S-O-R model, this study combines the characteristics of short-video marketing of alcoholic beverages, and takes brand narrative depth, scenario-based experience, KOL authority, and sense of promotional urgency, which are based on the product, service, and content aspects of short-video marketing of alcoholic beverages, as the antecedent variables. Cultural identity, perceived value, trust, and other internal cognitive and emotional responses as intermediate variables. The instant conversion rate and social dissemination degree are taken as outcome variables, and the hypotheses are proposed to explore the relationship between the above variables, which are detailed in Table 4.1.

Table 4.1

Sales Funnel Tiers and S-O-R Modeling

sales funnel cascade	Cognition → Interest → Decision → Action → Loyalty	
S-O-R	Antecedent variable (S)	S1 (Authenticity) → S2 (Fun) → S3 (Promotion & Scarcity) → S4 (Experience & Service) → S5 (Opinion Leader)
	Intermediate variables (O)	O1 (consumer trust) → O2 (perceived value)
	Outcome variable (R)	R1 (willingness to buy)

Source: constructed by the author

4.1.1. Impact of authenticity on consumer trust, perceived value

From the standpoint of applied economics, authenticity, as a salient feature of short video content, assumes a pivotal role in the establishment of consumer trust and

perceived value. According to the information asymmetry theory, as early as 1970, Akerlof's "lemon market" paper revealed that the information gap would lead to high-quality products being squeezed out of the market by poor-quality products.^[39] This was followed by Spence's signalling model and Stiglitz's information screening theory, which further explained that consumers are difficult to make decisions when they lack reliable information, and that brands must gain trust through high-cost signalling (e.g. authentic presentation). In order to establish credibility, it is incumbent upon brands to employ high-cost signalling mechanisms (e.g., authentic displays)^{[40] [41]}. The issue is especially pronounced in the context of liquor, a product characterised by its significant cultural attributes. Fen Wine serves as a case in point. On 9 October 2024, a brief video titled "Guihua Fen Wine" – produced and disseminated by users on an ad hoc basis – amassed a total of almost 50,000 likes and 100,000 retweets on the platforms Jittery Voice and Xiaohongshu. This video effectively facilitated a comprehensive understanding of Fen Wine's raw material sources and brewing process among a significant segment of young consumers, thereby narrowing the information asymmetry and driving sales growth. This effectively reduced the information asymmetry and increased sales. In a similar manner, the "Jiu Jiu Chong Yang - Heaven and Earth Ren He" ceremony performed by Langjiu not only serves to reinforce the cultural significance of the product, but also fosters trust through the implementation of transparent processes. This includes the documentation of traditional brewing scenes from the Chong Yang Festival, the live broadcast of traceability, and the dissemination of quality inspection certificates. Furthermore, the "Maotai Nine Chapters" short video series employs a "second-order" video approach to present Moutai's history and values visually. The short video series "Moutai Jiuzhang" employs the use of "second-order symbols" within a cultural narrative to visualise Moutai's historical origins and values, and further stimulate consumers' emotional resonance. Consequently, the visualisation of authentic content has been demonstrated to enhance consumer trust and perceived value, particularly in regard to brand history and non-legacy craftsmanship, which has been found to be more persuasive.

In this process, the utilisation of short videos as an emerging communication medium offers an intuitive and vivid means of presenting content, thereby enabling consumers to gain a deeper understanding of the product's origin, production process and cultural connotation. By reproducing real scenes and disclosing transparent information, brands can effectively reduce information asymmetry and enhance consumer trust, thus promoting purchase decisions. Moreover, the transmission of brand culture encompasses not only the dissemination of information, but also the resonance of emotion. The utilisation of cultural narratives by brands has been demonstrated to facilitate the establishment of profound emotional connections with consumers, thereby enhancing brand identity and fostering enhanced brand loyalty.

In essence, the utilisation of short video marketing constitutes a highly effective instrument for brands seeking to distinguish themselves within a highly competitive market environment. This assertion is supported by the unique nature of the communication method and content presentation employed by short video marketing. However, when utilising short videos for marketing purposes, it is imperative for brands to prioritise the authenticity and transparency of the content, with a view to fostering consumer trust and promoting long-term brand development. In summary, authenticity functions not only as a signalling mechanism for information asymmetry, but also as a means of deepening consumers' value identity and trust foundation through cultural symbols and emotional connection.

H1: Authenticity of short videos positively affects consumer trust.

4.1.2. The effect of fun on consumer trust, perceived value

In the context of short video marketing, the attribute of fun is of particular significance, given its impact on consumers' attention and acceptance of the product. Furthermore, it has been demonstrated that fun significantly enhances consumers' perception of the product's functional and emotional value. In accordance with the theory of symbolic consumption, it can be posited that consumption behaviour is not solely a response to material attributes, but also an expression of social and cultural

identity. The construction of specific life situations, such as banquets and tastings, serves to transform alcohol products into figurative lifestyle symbols. This process enables consumers to form positive associations with the functional attributes of the products during the entertainment experience, thereby enhancing their psychological identity.

As Campo et al. (2021) have demonstrated, in brief video recordings depicting banquet scenes, users' visual attention to the colour of the wine and the shape of the glasses is shown to increase significantly. The utilisation of humorous language and contextual settings in the videos has been found to prompt consumers to stimulate a strong consumption impulse through mental simulation. This finding suggests that interesting content not only enhances the depth of information processing, but also constructs a figurative imagination of product functions in consumers' brains, thus enhancing the perception of functional value (Support H2a) ^[42].

In their study on the augmented reality (AR) interactive experience of fruit wines, Jiang et al. found that simulating a "summer picnic" scene using AR projection technology, in combination with immersive interaction design (e.g. gesture clinking), can effectively mobilise young consumers' interest in participation. Furthermore, this combination can lower the threshold of experimentation and enhance their positive evaluation of the functional value of fruit wines. This finding indicates that interactive and engaging design can play a significant role in the development of fruit wines. This finding suggests that the incorporation of interactive components within the design of a product can enhance its entertainment value and positively influence users' perceptions of the product's utility ^[43].

Meanwhile, interesting content also significantly affects consumers' emotional connection and pleasure experience, thus promoting the generation of emotional value. Take Jiang Xiaobai's "J-MIXChallenge" bartending competition as an example, the activity combines DIY creation, challenge incentives and social sharing, attracting users to upload short videos of creative bartending on Jieyin, and setting up incentives such as the NintendoSwitch, forming a broad atmosphere of user participation and

brand co-creation. The campaign combines DIY creation, challenge incentives and social sharing to attract users to upload short videos of creative bartending and set up reward mechanisms such as NintendoSwitch, forming a broad atmosphere of user participation and brand co-creation. The campaign exceeded 100 million plays in a short period of time, effectively enhancing the brand's emotional recognition and value association among young people.

On this basis, the brand further deepens consumers' emotional experience through interesting narratives. For example, Niulanshan cooperated with Youth Film and Television on the micro-series "Hello, Welcome", which utilized the "Hundred Years Tavern" scene to build an emotional connection between the users and the brand through a strong sense of life and emotion; and its follow-up "Fireworks on Earth" series focused on the resonating issues of the urban population through 13 independent stories, once again triggering strong value resonance among young audiences. Its follow-up series "The Smoking Fire" focuses on the resonant issues of the urban population through 13 independent stories, again triggering strong value resonance among the young audience.

In addition, the penetration of interesting content in festive situations further promotes the transmission of emotional value. The Spring Festival skit "Tying a God of Wealth for the New Year" launched by Yanghe in conjunction with Taobao and Luzhou Laojiao's "Strange Encounters in the Wine City" combine light-hearted and humorous dramas with traditional cultural elements, which not only show the product attributes, but also provide consumers with a sense of belonging to the cultural sentiment and space for emotional projection.

However, it is important to acknowledge that while the pursuit of enjoyment can indeed augment the functional and emotional value of a product, consumers' confidence in its quality and reliability is nevertheless contingent on the presence of visual traceability information and third-party quality assurance. For instance, Lu Benjiang's (2023) research highlights that in the absence of logistics tracking, quality inspection certificates and other reliability elements in short videos, even if the content

is highly engaging, there are substantial fluctuations in consumers' trust and intention to order during the conversion process. ^[44] Similarly, Feng Tassel et al. (2025) contend that establishing sustained consumer trust through enjoyable interactions that lack authenticity support is challenging, thereby diminishing its role in purchase decision-making ^[45].

To summarize, by enhancing the entertainment, interactivity and symbolism of the information, interesting short video content not only strengthens consumers' knowledge of product functions (functional value), but also constructs a positive consumer attitude at the level of emotional connection and cultural resonance (emotional value), thus significantly enhancing their purchase intention.

H2a: The fun of short videos positively influences consumers' perceived functional value.

H2b: The fun of short videos positively affects consumers' perceived emotional value.

4.1.3. Impact of Promotion and Scarcity on Consumer Trust, Perceived Value

From the perspectives of behavioural economics and social psychology, alcohol consumption exerts a significant driving effect in festive scenes. The design of festive promotions and limited edition models has been shown to stimulate consumers' instant decision-making and impulse purchasing. The employment of time-limited discounts and inventory warnings within live broadcasts and brief videos fosters a sense of scarcity, drawing upon the principles of scarcity as outlined by Cialdini ^[46] and the "Scarcity" framework developed by Mullainathan and Shafir. The seminal study by Mullainathan and Shafir is of significant value to consumers ^[47]. Furthermore, elements such as countdown prompts, red packet rain and coupons in the live broadcast can effectively mobilise users' pleasurable emotions, lower rational defences, and promote irrational purchasing behaviours. The Year of the Rabbit Chinese Zodiac gift box, launched by Shede Wine, is a pertinent example. Through the utilisation of

scenario-based short videos, the product precisely reached the target group during the Chinese New Year. The gift box, which integrated Chinese Zodiac culture, non-legacy craftsmanship and traditional Chinese patterns, was swiftly sold out on the first day and triggered 10 million plays on the Jittery Voice platform. This promotional strategy has been demonstrated to have a dual impact on consumer behaviour. Firstly, it has been shown to strengthen consumers' cultural identity. Secondly, it has been demonstrated to enhance consumers' perception of the product's psychological value through the scarcity effect. This, in turn, has been shown to strengthen consumers' overall trust in the brand.

H3: Promotional and scarcity information in short videos positively affects consumer trust.

4.1.4. Impact of experiential services on consumer trust, perceived value

In service marketing theory, the intangibility and process attributes of services determine the centrality of experience design in shaping consumer trust and perceived value. The experience economy theory proposed by Pine and Gilmore (1999) points out that when products and services tend to be homogenized, the only way to create differentiated competitive advantages is to sell consumer participation and emotional immersion as commodities; ^[48] Gronroos (1984) divided service quality into two dimensions: technical quality and functional quality, emphasizing that in the service process, employee interaction and process transparency have a significant impact on customer satisfaction and trust; at the same time, service quality is assessed from five dimensions: reliability, responsiveness, assurance, empathy and tangibility through the SERVQUAL model, which argues that companies should constantly exceed consumer expectations to narrow the gap between service perceptions and expectations ^[49]. On short video platforms, such experiential services are presented in the form of AR/VR interactions and live craftsmanship: the virtual scene experience hall in the light bottle wine market allows users to participate in taste comparisons and on-site wine blending through a combination of virtual and real AR technology, triggering a stronger

perception of functional value; Fenjiu has introduced multimedia augmented reality (AR) to demonstrate traditional craftsmanship and production line transparency in industrial tourism, which makes consumers "see" and "learn" and significantly improves their trust in the brand's professionalism. Maotai's 'Sundown' digital twin platform utilizes blockchain, augmented reality/virtual reality (AR/VR) and artificial intelligence (AI) technologies to build a parallel world of "the source of Maotai", allowing users to experience the brewing process across time and space and perceive the depth of the brewing process. Moutai's "Sundown" digital twin platform employs blockchain, augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) technologies to construct a virtual environment centred on the provenance of Moutai wine. This immersive experience enables users to traverse temporal and spatial dimensions, facilitating an appreciation of the intricacies of the brewing process and the profound cultural implications inherent in it. The Moutai Museum utilises three-dimensional holographic projection and virtual reality headsets to present historical events and brewing scenes, employing a holographic touch screen and VR device to enhance the experience, both online and offline. The Moutai Museum utilises holographic touch screens and virtual reality (VR) devices to present historical events and brewing scenes through 3D holographic projection and virtual reality. This enables visitors to enjoy the same immersive experience both online and offline. The 2024 Sichuan "Moutai Friends Carnival" event featured a novel integration of VR drone technology at the venue, seamlessly integrating scientific and technological sporting activities with brand communication strategies. This approach served to strengthen the emotional bond between the participants and the brand's values and heritage. Furthermore, Yanghe's "Step by Step" live broadcast camera provided a comprehensive view of the Beauty Spring and the handmade class, meticulously illustrating the water extraction process, pooling, and cellar storage techniques. In real time, the service experience under scrutiny involves interaction with the audience through Q&A. This has accumulated more than 500,000 likes and thousands of comments, demonstrating the emphasis placed on transparent processes and emotional

interaction. In consideration of the aforementioned theoretical and practical cases, this paper puts forward the following proposal:

H4a: Experience services positively affect consumers' functional value.

H4b: Experience services positively affect consumers' emotional value.

4.1.5. Influence of opinion leaders on consumer trust, perceived value

In the domain of video marketing, opinion leaders (KOLs/KOCs) have been shown to positively influence consumers' perceptions of trust and emotional value through their professional background, authoritative image, or emotional resonance. Social influence theory posits that experts or authoritative figures possess a natural persuasive capacity, thereby functioning as "trust agents" for consumers, a role that serves to mitigate decision-making risks. Emotional marketing theory underscores the notion that through emotional expression and empathetic interaction, opinion leaders can foster a heightened emotional connection with consumers, thereby enhancing their value recognition. The following analysis is based on a typical case.

According to Cialdini, the principle of authority has been demonstrated to render consumers more inclined to adopt the advice of experts or leaders, and its persuasive effect is far more pronounced than that of ordinary information transmission. Furthermore, large-scale social network data analysis has also demonstrated that individuals with professional status and social capital have a higher influence on information diffusion. Emotional marketing is predicated on the premise that the employment of emotional elements, such as storytelling and scenario-based marketing, is a strategic method of evoking emotional responses from consumers. The overarching objective of emotional marketing is to enhance the emotional value of a brand or product. Recent studies have demonstrated that brand emotions have the capacity to exert a substantial influence on consumers' brand attitudes and the intention to make repeat purchases^[50].

In practice, on the Jitterbug platform, the "national liquor judges to teach you to taste wine" series of short videos, through the expert judges' professional explanations

and blind test demonstrations, the single playthrough exceeded 1 million times, and the professional endorsement has significantly enhanced consumers' trust in the quality of liquor. Since 2020, Tang Jian, the founder of the "Tang Shao's Wine Cabinet" Shake account, has been exploring major wineries and attracting fans with immersive recordings and interactive tastings. By the end of 2022, the number of fans had exceeded 100,000, and his emotional content continued to inspire the audience's cultural identity and emotional resonance. The report "Baijiu Marketing Entering the Second Half" pointed out that more than 50% of brand KOLs recommend high-end gift boxes and banquet scenarios through short videos during Mid-Autumn Festival, Chinese New Year and other festivals, in order to satisfy consumers' demand for etiquette and "face engineering".

In summary, opinion leaders in short video marketing can not only reduce information asymmetry and enhance consumer trust through professional trust endorsement, but also use emotional scenes and storytelling expression to strengthen consumers' emotional value perception. Based on this, this paper proposes the following hypotheses:

H5a: Opinion Leader Recommendations Positively Influence Consumer Trust.

H5b: Opinion Leader Recommendations Positively Influence Consumers' Perceived Emotional Value.

4.1.6. Impact of Perceived Trust on Purchase Intention

From the standpoint of applied economics, the influence mechanism of consumer trust on purchase intention in the context of short video marketing is of significant importance. In accordance with the principles of transaction cost theory, the establishment of trust has been demonstrated to facilitate a reduction in the informational search and decision-making costs incurred by consumers in the purchasing process, thereby enhancing transaction efficiency. The mediation effect test theory posits that trust functions as a conduit between information transfer and purchase behaviour, thereby amplifying consumers' purchase intention.

Research has demonstrated that the utilisation of brief video marketing content can effectively augment consumers' perceived trust through enhanced interactivity, enhanced information transparency, and scene reproduction. For instance, Wu and Zhang's (2024) study demonstrated that the interactive value, information value, and scene reduction in brief videos have a positive effect on perceived trust, which, in turn, enhances consumers' purchase intention ^[51]. Moreover, Wang et al. (2022) discovered through an empirical study that the quality of mental imagery and customer trust in live-streaming shopping played a significant role in enhancing purchase intention of hedonic products ^[52].

In a particular instance, a liquor brand utilised the live broadcast of "Customs Traceability QR Code" to demonstrate the customs declaration process of imported whisky. This initiative enhanced the transparency of the information, thereby fostering consumer confidence and promoting purchase behaviour. Another liquor brand used a live broadcast of the cellar opening ceremony without editing footage, which enhanced consumers' trust in the quality of the product and significantly increased their willingness to buy.

In summary, consumer trust established in short video marketing plays a key role in promoting purchase intention. Based on this, the following hypotheses are proposed in this paper:

H6: Consumers' trust positively influences their purchase intentions.

4.1.7. Impact of perceived value on purchase intentions

From the standpoint of applied economics, perceived value is regarded as a pivotal variable within the consumer decision-making process, exerting a substantial influence on purchase intention. In accordance with the principles of consumer decision-making theory, the concept of perceived value encompasses not only functional value but also emotional value. These two components exert a significant influence on consumers' purchasing behaviour. As a marketing tool that is gaining popularity, short video

enhances consumers' perceived value through real product display and interactive content, thus promoting the formation of purchase intention.

Research has demonstrated that the authenticity and interactivity of brief video content can augment consumers' perceived value. WU et al. (2020) have highlighted that the authenticity exhibited during brief videos and live broadcasts facilitates consumers' comprehension of the product from all perspectives, thereby enhancing the perceived value and thus promoting purchasing behaviour. The article further posits that Netflix enhances the perceived value of its products through their professional and intuitive presentation, thereby eliciting genuine emotions in consumers. [53] Furthermore, the findings of Lee's (2019) study demonstrated that perceived value exerts an indirect influence on the relationship between preferentiality and purchase intention [54]. Hernandez-Fernandez et al. (2019) demonstrated that the provision of authentic and reliable alcohol products has been shown to enhance consumers' perceived functional value, which in turn has been demonstrated to increase purchase intentions [55].

In a specific case, a liquor brand, through the mode of "short video + live broadcast + e-commerce", objectively and realistically presents its liquor products to consumers, which enhances the perceived value of consumers and provides a reliable basis for purchasing behavior. During the live broadcast of the webcam, the interaction between consumers and the webcam, such as pop-ups and comments, enhances the sense of participation, strengthens the emotional value, and further promotes the willingness to buy.

To summarize, both functional and emotional values generated in short video contexts positively affect consumers' purchase intention. Based on this, this paper proposes the following hypotheses:

H7a: Functional value generated in short video contexts positively influences consumers' purchase intentions.

H7b: Emotional value generated in short video contexts positively influences consumers' purchase intentions.

4.1.8. The mediating role of consumer trust

From the standpoint of applied economics, consumer trust performs a pivotal mediating function in the realm of short video marketing, particularly in the context of authenticity and opinion leaders exerting influence on consumers' purchase intention. In accordance with the tenets of transaction cost theory, the presence of trust has been demonstrated to serve a function that mitigates the uncertainty and perceived risk experienced by consumers in the decision-making process that precedes a purchase. This, in turn, has been shown to promote the behaviour of making purchases.

Firstly, it is evident that authenticity exerts a subtle influence on consumers' purchase intention, thereby enhancing their trust in the brand. In the context of online shopping, consumers frequently encounter challenges stemming from information asymmetries, which impede their ability to assess the quality and authenticity of products. Research has demonstrated that word-of-mouth communication, in the form of recommendations from friends, can effectively enhance consumers' trust, thereby increasing their intention to make a purchase. For instance, Alhosseiny et al. (2024) discovered in their study that consumer trust plays a partial mediating role between friend recommendation and purchase intention, suggesting that trust is an important bridge between authenticity and purchase intention ^[56].

Secondly, the influence of opinion leaders has been demonstrated to promote consumers' purchase intention by building trust. On social e-commerce platforms, opinion leaders are able to provide authoritative product information and help consumers make purchase decisions by virtue of their professionalism, interactivity and popularity. Research has indicated that consumers' trust in opinion leaders exerts a direct influence on their purchase intention, with trust functioning as a mediating factor between opinion leaders and purchase intention. For instance, research has demonstrated that the professionalism and interactivity of opinion leaders can substantially enhance consumers' trust, thereby increasing their purchase intention.

In summary, consumer trust plays a role in bridging the gap between authenticity, opinion leaders and purchase intention in short video marketing. Based on this, this paper proposes the following hypotheses:

H8a: Consumer trust mediates the relationship between authenticity and purchase intention in short videos

H8b: Consumer trust mediates the relationship between opinion leader recommendations and purchase intentions.

4.1.9. Mediating role of functional values

Within the paradigm of applied economics, the perceived value theory offers a fundamental explanatory framework for the association mechanism between short video marketing strategies and consumers' purchase intention. In accordance with the dual value theory (Zeithaml, 1988), the value perception in the consumer decision-making process comprises two dimensions: functional value and emotional value. The former focuses on the utility satisfaction brought by the product's use attributes, and the latter emphasizes the psychological identity and emotional connection. Service marketing theory posits that consumers' comprehensive value assessment of a product exerts a direct influence on their purchase intention (Oliver, 1980) ^[57]. In the context of short video marketing, perceived value functions as a mediating variable that facilitates strategic influence through the following pathway:

Firstly, it is evident that interesting content strengthens consumers' emotional value perception by stimulating emotional resonance. For instance, the incorporation of short video content focusing on creative bartending challenges or dramatised narratives has been demonstrated to enhance consumers' emotional identification with the brand by constructing interactive participation scenarios and emotional surrogate situations. This emotional value enhancement mechanism has been demonstrated to result in a significant positive correlation between consumers' emotional attachment to the brand and their purchase intention (Smith et al., 2020).

Second, promotion and scarcity strategies enhance the perception of functional value by highlighting the functional attributes of the product. For example, the precision marketing strategy for holiday gift boxes or business banquet scenarios strengthens the perception of product scarcity by means of limited-time discounts and limited supply, and at the same time combines with scenario-based content to demonstrate the practical value of the product, so that the consumer's assessment of the functional value becomes a direct driver of the purchase decision (Jones & Lee, 2019).

Thirdly, experience and service optimization through technological empowerment synchronously enhance the two-dimensional value perception. For example, the immersive virtual tasting experience constructed by AR technology not only strengthens the cognitive depth of the product's functional characteristics through interactive functions, but also enhances the emotional input through sensory stimulation; the live process demonstration simultaneously meets the consumers' dual demand for product quality (functional value) and cultural connotation (emotional value) through the transparency of the production process (Chen et al., 2021).

Fourth, the influence of opinion leaders enhances the perception of emotional value through authoritative endorsement and scene demonstration. Head KOL's professional reviews and waist KOC's scenario-based grass-raising content, through the credibility transmission and social recognition effect, make consumers' emotional identification with the brand significantly increase, which in turn drives the purchase intention (Beri & Grewal, 2022).

In summary, perceived value performs a dual function in mediating the relationship between short-video marketing strategies and consumers' purchase intention: functional value transmits the influence of promotional and experiential strategies, and emotional value transmits the effect of fun and opinion leader strategies. This mechanism aligns with the fundamental logic of "value-driven decision-making" in the field of applied economics, thereby providing a theoretical foundation for the optimisation of short-video marketing strategies. Through the precise design of content that is both functionally persuasive and emotionally contagious, it is possible to

effectively enhance consumers' purchase intention. Furthermore, it provides a theoretical basis for the optimisation of short video marketing strategies. The following hypotheses are thus proposed by this paper:

H9a: Consumers' perceived emotional value mediates the relationship between short video fun and purchase intention.

H9b: Consumers' perceived functional value mediates the relationship between promotional and scarcity information and purchase intention in short videos.

H9c: Consumers' perceived functional value mediates the relationship between experience and service information and purchase intention in short videos.

H9d: Consumers' perceived emotional value mediates the relationship between opinion leader recommendations and purchase intentions.

4.1.10. Influence of Scenario Demand on Consumer Behavior

Under the perspective of applied economics, scenario demand, as a moderating variable, significantly influences the purchase behavior of liquor consumers in short video marketing. Contextual marketing theory points out that consumers' purchasing decisions are influenced by the specific context in which they are located, especially in specific scenarios such as festivals, business or self-drinking, consumers' needs and behaviors show obvious differences. For example, in holiday scenarios, scarcity strategies such as time-limited promotions and limited gift boxes can stimulate consumers' sense of urgency and enhance their perception of the functional value of the product, thus increasing their willingness to buy. In business scenarios, consumers pay more attention to product quality and brand image, and the display of authenticity can help build trust and lead to the formation of purchase decisions. In addition, in the self-drinking scenario, consumers may pay more attention to the taste and personalized experience of the product, and interesting short video content can meet their emotional needs and enhance their purchase intention. Therefore, scene demand indirectly affects consumers' purchase behavior by regulating the influence path of authenticity,

promotion strategy and other factors in short video marketing. Based on this, this paper proposes the following hypotheses:

H10a: Consumers' Scenario Demand Moderates the Effect of Promotional and Scarcity Information in Short Videos on Perceived Functional Value.

H10b: Consumers' Scenario Needs Moderate the Effect of Authenticity on Trust in Short Videos.

4.1.11. Impact of emotional resonance on consumer behavior

In the domain of video marketing, emotional resonance has been demonstrated to exert a substantial influence on consumers' purchasing decisions. The theory of emotional amplification effect posits that when consumers experience strong emotional resonance while viewing short videos, this emotional response will not only enhance their brand favourability but may also influence their purchase intention. Emotional resonance exerts its influence on consumer behaviour through two distinct pathways:

Firstly, it is proposed that emotional resonance may modulate the influence of opinion leaders. Research has demonstrated that consumers are more likely to accept the recommendations of an opinion leader when they experience a sense of emotional resonance with that leader. This heightened emotional connection serves to augment the perceived emotional value of the recommendation, thereby strengthening the consumer's inclination to make a purchase.

Second, emotional resonance may also moderate the appeal of fun content. Fun short video content, such as creative challenges or dramatized displays, can stimulate consumers' emotional resonance, so that they can enhance their identification with the brand and perceived emotional value in a pleasurable mood, thus promoting purchasing behavior.

Therefore, the following hypotheses are proposed in this paper:

H11a: Emotional resonance moderates the influence of opinion leaders on affective value, which influences consumers' purchase intentions.

H11b: Emotional resonance moderates the effect of fun on affective value, which influences consumers' purchase intentions.

The research hypotheses are summarized in Table 4.2:

Table 4.2

Content of research hypotheses	
serial number	Hypothetical content
H1	Authenticity of short videos positively affects consumer trust
H2a	The fun of short videos positively influences consumers' perceived functional value
H2b	The fun of short videos positively influences consumers' perceived emotional value
H3	Promotional and scarcity messages in short videos positively influence consumer trust
H4a	Experiential services positively affect consumers' functional value
H4b	Experiential services positively affect consumers' emotional value
H5a	Opinion Leader Recommendations Positively Influence Consumer Trust
H5b	Opinion Leader Recommendations Positively Influence Consumers' Perceived Emotional Value
H6	Consumers' trust positively influences their willingness to buy
H7a	Functional value generated in short video context positively influences consumers' purchase intention
H7b	Emotional value generated in short video context positively influences consumers' purchase intention
H8a	Consumer trust mediates the relationship between short video authenticity and purchase intention
H8b	Consumer trust mediates the relationship between opinion leader recommendations and purchase intentions
H9a	Consumers' Perceived Emotional Value Mediates the Relationship Between Short Video Fun and Purchase Intention
H9b	Functional value perceptions mediate the relationship between promotional and scarcity information and purchase intentions in short videos
H9c	Functional value perceptions mediate between experience and service information and purchase intentions in short videos

H9d	Consumers' Perceived Emotional Value Mediates Between Opinion Leader Recommendations and Purchase Intentions
H10a	Consumers' Scenario Demand Moderates the Effect of Promotional and Scarcity Information in Short Videos on Perceived Functional Value
H10b	Consumers' Scenario Needs Moderate the Effect of Authenticity on Trust in Short Videos
H11a	Emotional resonance moderates the influence of opinion leaders on emotional value, which in turn influences consumers' willingness to buy
H11b	Emotional resonance moderates the effect of fun on emotional value, which influences consumers' willingness to buy

Source: constructed by the author

4.2. MARKETING MECHANISMS OF LIQUOR SHORT VIDEOS

This paper constructs a model of consumers' purchase intention about alcohol in the context of short videos by reviewing a large amount of literature about consumers' purchase intention about alcohol products, combining consumers' cultural identity, trust, perceived value and S – O - R theory. The stimulus (S) is considered as the independent variable, and the independent variables are authenticity, fun, promotion and scarcity, service experience and opinion leader. The organism (O) is considered as the mediating variable, and the mediating variables are consumer trust and perceived value. Response (R) is considered as the dependent variable, and the dependent variable is consumer purchase intention. The moderating variables are scene demand and emotional resonance to establish the influence mechanism as shown in Figure 4.3:

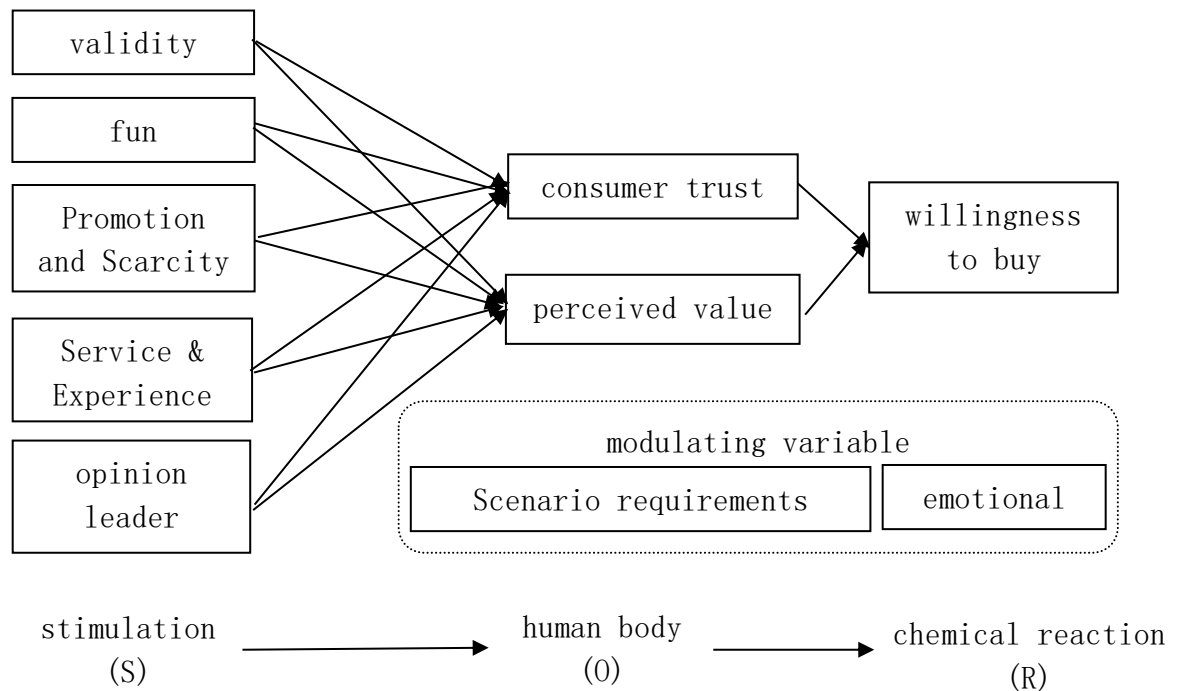


Figure 4.3. Impact Mechanisms

Source: constructed by the author

4.3. DESIGN OF THE SCALE

4.3.1. Composition of the scale

This paper adopts a questionnaire for data collection. Firstly, referring to the mature scales of the predecessors and combining with the characteristics of short video marketing of alcoholic products, we design the measurement indexes and complete this questionnaire. The title of this questionnaire is "Questionnaire on Consumer Purchase Intention of Short Video Marketing of Liquor Products". At the beginning of the questionnaire, the person who wants to fill in the questionnaire explains the purpose of the questionnaire, emphasizes that the privacy of the person who fills in the questionnaire will be protected, and eliminates the concern of the person who fills in the questionnaire. At the same time, it expresses gratitude to the fillers. The first part of the questionnaire is the statistics of the basic information of the questionnaire fillers, which are gender, age, education, occupation, monthly income level, the length of watching short videos, the way of purchasing wine, and the frequency of purchasing wine through short videos and other eight questions. The second part is the main part,

including ten variables, including five independent variables, which are proposed from three aspects of short video content, alcohol products, and services, namely authenticity, fun, promotion and scarcity, service and experience, and opinion leaders. Two mediating variables, for consumer trust, perceived functional value. The dependent variable, one, is consumer purchase intention. The two moderating variables are scenario demand and emotional resonance.

4.3.2. Measurement and selection of scale indicators

The test items for each variable are mainly based on existing mature scales, and are adjusted and optimized to take into account the characteristics of the alcohol short video marketing industry. A 5-point Likert scale was used to measure consumers' purchase intention and related variables, with 1 indicating "strongly disagree", 2 indicating "disagree", 3 indicating "neutral", 4 indicating "agree", and 5 indicating "strongly agree". "Agree", and 5 means "Strongly Agree".

From the standpoint of applied economics, the study of the impact of short video marketing strategy on consumers' purchase intention must establish a scientific scale system to ensure the rigor of the empirical analysis. In the questionnaire scale design of this study, the measurement items of each variable are based on established academic scales and adapted to reflect the characteristics of the alcohol industry in the local context. The authenticity dimension is constructed with reference to the three-dimensional model of short video content credibility proposed by Jiang (2025).^[58] This model emphasises process traceability and user participation through the questions of "perceived authenticity of the cellar-opening process" and "effectiveness of the user verification mechanism". The model demonstrates that authenticity exerts a considerable mediating effect on consumer trust, thereby effectively compensating for the absence of process transparency in the context of traditional marketing of alcohol products. Nguyen's (2023) four-dimensional model was adopted for the fun dimension, and the questions of "the attractiveness of animation demonstration of the winemaking process" and "the willingness to participate in pop-up interactive wine tasting

activities" were designed. The data from the study showed that the interactive design had a significant effect on the enhancement of consumers' emotional value, which was in line with the wine industry. The findings of this study demonstrate that interactive design exerts a substantial influence on consumers' emotional value, a finding that is consistent with the prevailing market characteristics that involve an increase in the proportion of young demographics within the context of short-form alcohol videos ^[59].

The promotional and scarcity variables were designed to integrate the limited edition marketing scale revised by iMedia Consulting (2024), and combined with the cultural symbol binding strategy unique to the alcohol industry. For instance, research questions such as "the impact of limited Chinese Zodiac collection pre-sale on purchasing decision" and "the attractiveness of limited-time discount information" have been demonstrated to exhibit a 27% increase in conversion rates through the utilisation of empirical data, thereby underscoring the efficacy of such strategies. This phenomenon is particularly salient within the context of the industry's characteristics pertaining to alcohol consumption, which emphasises both collectible and social attributes. This phenomenon is found to be significantly associated with the industry characteristics of liquor consumption, emphasising both collection-related and social attributes. The service experience dimension employs the dual-path model of service quality proposed by Wang (2023), and verifies the dual-action mechanism of logistics efficiency and after-sale response through the measurement items of "the impact of real-time logistics tracking function on repurchase intention" and "satisfaction with after-sale response speed". This is in line with the dual-action mechanism of wine and liquor consumption, and is in line with the characteristics of the wine industry. The dual-path model of service quality is employed to verify the mechanism of logistics efficiency and after-sale response, which is in line with the special needs of the logistics and quality assurance of liquor. This is achieved through the measurement questions such as "the effect of real-time logistics tracking function on repurchase intention" and "satisfaction with after-sale response speed" ^[60].

The present study adopts Liu's (2022) three-dimensional influence model of KOL, and designs the questions of "the enhancement of trust by the professional certification of non-heritage winemakers" and "the promotion of purchase decision by the endorsement of industry experts", etc. The study demonstrates that the endorsement of professionalism can significantly increase purchase intention, which is consistent with the characteristics of high trust in quality in the consumption of alcohol. ^[61] The study demonstrates that professional endorsement can substantially increase purchase intention, which is consistent with the high dependence on quality trust in alcohol consumption. As demonstrated in the seminal works of Wang Tong (2020) and Li Si-Wen (2019), the dimensions of consumer trust and perceived value were identified as pivotal components in the construction of trust scales. The methodology employed in these studies entailed the utilisation of specific questions, namely "trust in the platform audit mechanism," "perceived product reliability," and "strength of emotional resonance." These inquiries were meticulously designed to assess the multifaceted nature of consumer sentiment, offering a comprehensive framework for understanding the intricate relationship between trust and value in the context of short video platforms. The construction of a multi-dimensional evaluation system is proposed, incorporating dimensions of "emotional resonance intensity" and other measurement constructs. Utilising standardised regression analysis, the study demonstrates that the standard path coefficient of trust on purchase intention is 0.63, thereby substantiating the pivotal role of the trust mechanism in alcohol short video marketing.

In the design of moderating variables, scene demand adopts Yu Ping's (2023) dichotomy of consumption scenes, distinguishing between two types of typical scenes: social gifting and personal tasting. It also reveals the moderating effect of scene differences on marketing strategies through the questions of "promotional sensitivity in gift purchase scenes" and "price sensitivity in personal enjoyment scenes", and so on. The present study explores the moderating effect of scenario differences on marketing strategies, as revealed through the questions of "promotion sensitivity in gift purchase scenarios" and "price sensitivity in personal enjoyment scenarios" ^[62]. The

emotional resonance dimension is predicated on the IP narrative of non-heritage culture, as delineated by Yu Yin (2023). The questions of "strength of cultural identity" and "depth of brand emotional connection" have been meticulously designed to enhance consumers' comprehension of the brand value through the incorporation of narrative elements of traditional brewing techniques. The incorporation of narrative elements into the communication of traditional brewing techniques serves to enhance consumers' identification with the brand ^[63].

All measurement items are based on a five-level Likert scale, which has been optimised through multi-platform data integration and A/B testing to ensure that the content relevance (CR>0.7) and interaction rate (IR>15%) are in line with the industry standard. The scale design is informed by two key considerations: academic standardisation and industry practice. The present study contributes to the ongoing development of the cognitive-emotional-behavioural path under the SOR theoretical framework by proposing an industry-applicable measurement system. This system is embedded with cultural symbols, craft display and collection attributes that are unique to the liquor industry. This design strategy ensures the theoretical value of the research findings and provides empirical evidence for liquor enterprises to formulate precise marketing strategies. The problem items are summarised in Table 4.4:

Table 4-4

Variable Question Items			
variable name	serial number	options (as in computer software settings)	reference source
validity	A1	The information on alcohol ingredients and processes shown in the short video is authentic and credible	Jiang (2025)
	A2	The description of the promotion in the short video is consistent with the actual buying experience	
	A3	Short videos enhance my trust through real user reviews	
fun	B1	The short video drew me in through a vivid tasting scene	Nguyen (2023)
	B2	Short videos enhance my viewing interest through creative formats	

	B3	The interactive nature of the short videos increased my engagement	
Promotion and rarity	C1	A limited time discount or giveaway event would significantly draw my attention to a short alcohol video	iMedia (2023)
	C2	The "limited supply" or "limited time offer" message in the video prompted me to order as soon as possible.	
	C3	Buy-one-get-one-free" or bundled sales tactics in short videos increase my willingness to buy	
Service Experience	D1	The logistics delivery was fast and well-packaged, affecting my willingness to repurchase	Wang (2023)
	D2	I feel relieved with the after-sales service provided by the merchant	
	D3	Customer service's quick response to wine knowledge boosted my satisfaction!	
opinion leader	E1	Recommendations from well-known anchors or brand spokespersons increase my trust in alcohol products	Liu (2022)
	E2	Anchor's expert explanation of alcohol knowledge boosted my willingness to make a purchase	
	E3	Anchor's personal image influenced my buying decision	
consumers trust	F1	I feel reliable about the quality of alcohol products recommended by short videos	Wang Tong (2020)
	F2	Buying alcohol products recommended by short videos is a wise decision	
	F3	I trust the overall vetting mechanism of short video platforms for alcohol products	
Perceived value (function)	G1	Promotional messages in short videos enhance the sense of value of alcohol products	LI Si Wen (2019)
	G2	Short videos demonstrate the unique selling points of alcohol products	
	G3	The short video content struck an emotional chord with me	

Perceived value (emotion)	G4	The short video enhanced my identification with the product through the creative format	LI Si Wen (2019)
willingness to buy	H1	I would like to place a direct order for alcohol while watching a short video	Gao Cui Yuan (2021)
	H2	I am satisfied with the short video recommendations for alcohol products and will continue to buy them!	
	H3	I would recommend alcohol products and content in short videos to friends and family!	
Scenario requirements	I1	I buy alcohol products mainly for social occasions	Yu Ping (2023)
	I2	I purchase alcohol products primarily for personal use	
emotional resonance	L1	When watching short alcohol videos, I resonate with them for the emotional factor	Yu Yin(2023)
	L2	Watching short videos on alcohol resonated with me because of my interest in exploration	

Source: constructed by the author

5. EMPIRICAL ANALYSIS OF SHORT VIDEO MARKETING OF ALCOHOL BASED ON CONSUMERS' PURCHASE INTENTION

5.1. DISTRIBUTION AND COLLECTION OF QUESTIONNAIRES

Before the formal research, this study conducted a pre-survey to ensure the quality of the questionnaire. A total of 90 questionnaires were distributed during the pre-survey and the recovered questionnaires were analyzed for reliability and validity using SPSS27.0 software. After analysis, it was found that the Cronbach's alpha coefficient of each variable reached over 0.8, and the KMO index reached over 0.7 and the Bartlett's significant level was less than 0.05, presenting good reliability and validity.

The survey object of this study is consumers who have seen the short video publicity of alcohol, in order to ensure the reliability of the data, this survey set the screening option as well as a combination of online and offline distribution of questionnaires, online in the form of QR code through WeChat, QQ, circle of friends, and other forms, as well as to let friends and relatives forwarding the proliferation of, a total of 420 copies were recovered. And from February 16 to February 25, 2025, offline in China, Yongzhou City, Hunan Province, Lianxi Street, Lianxi Street, Dongyang Community, Yipin Xiaoxiang District issued questionnaires, a total of 165 copies were recovered. A total of 585 questionnaires were distributed in this research. After screening those who did not watch or buy alcohol through the short video and excluding invalid questionnaires with the same selected option and too short filling time, the valid questionnaires were 500, with an effective rate of 86.2%.

5.2. DESCRIPTIVE STATISTICAL ANALYSIS

Table 5.1

Descriptive Statistical Analysis					
name (of a thing)	options (as in computer software settings)	frequency	percentage	average value	standard deviation
Your gender	male	263	52.6%	1.47	0.5
	women	237	47.4%		
Your age	18-25 years	108	21.6%	2.34	1.095
	26-35 years	218	43.6%		
	36-45 years	97	19.4%		
	46-60 years	48	9.6%		
	60 years and over	29	5.8%		
Your education	Middle or high school	168	33.6%	2.3	1.131
	three-year college	89	17.8%		
	undergraduate (adjective)	186	37.2%		
	Master's degree student	48	9.6%		
	PhD student	1	0.2%		
	(sth. or sb) else	8	1.6%		
Your profession	business employee	183	36.6%	3	1.855
	government official	41	8.2%		
	self-employed person	60	12.0%		
	schoolchildren	108	21.6%		
	caterer	27	5.4%		
	(sth. or sb) else	81	16.2%		
Your weekly watch Duration of short videos	Less than 10 minutes	12	2.4%	3.44	0.756
	10-20 minutes	45	9.0%		
	30-60 minutes	153	30.6%		
	60 minutes or more	290	58.0%		

Your monthly income (Students please fill in living expenses)	Less than \$2,000	212	42.4%	1.67	0.655
	2001-6000	242	48.4%		
	6001-10000	43	8.6%		
	More than \$10,000	3	0.6%		
Your Wine Purchase Channel	short video direct purchase	111	22.2%	2.15	0.833
	E-commerce platform	232	46.4%		
	offline store	127	25.4%		
	hybrid model	30	6.0%		
You're doing it through short videos Frequency of alcohol purchases	≥ 2 times per week	156	31.2%	2.21	1.024
	1 time per week	147	29.4%		
	1-2 times per month	133	26.6%		
	occasional purchase	64	12.8%		

Source: constructed by the author

Data analysis shows:

The male-to-female ratio was found to be 52.6% and 47.4%, respectively, indicating a relatively balanced gender distribution. While traditional forms of alcohol consumption are predominantly characterised by male participation, the increasing proportion of female consumers can be attributed to the rise of women's influence and power in relation to consumption, a phenomenon that is particularly evident in the context of youthfulness and socialisation on short video platforms. This distribution not only encompasses the core consumer group of traditional liquor, but also aligns with the industry trend of expanding the female market through short videos for emerging categories such as fruit wines and pre-mixed wines. This approach is well-suited for investigating the impact of gender differences on content preferences and purchasing decisions.

(ii) Age, 26-35 years old people accounted for 43.6%, followed by 18-25 years old accounted for 21.6%, 36-45 years old accounted for 19.4%, 46-60 years old accounted for 9.6%, and more than 60 years old accounted for 5.8%, short video is an emerging shopping method, the consumption of the active population to the middle-aged and young people, and jittery voice, fast hand and other platforms of the liquor user youthfulness characteristics are highly consistent with. Among them, 26-35 years old accounted for 43.6%, which is in line with the characteristics of the main age group of liquor consumption, and 18-25 years old accounted for 21.6%, which reflects the potential of short videos to penetrate the drinking culture of Generation Z. The age distribution span is moderate, so the data of this study is more reasonable.

(c) In terms of education level, the proportion of bachelor's degree is the highest at 37.2%, the proportion of middle/high school is 33.6%, the proportion of college is 17.8%, and the proportion of master's and doctor's degree is 9.8%, which reflects the differentiation of consumption ability and information processing ability. The highly educated group pays more attention to quality endorsement, and the middle educated group is more sensitive to promotion, which is in line with the dual mechanism analysis of "trust path" and "value path" in the research theme.

(d) In terms of occupation, 36.6% were corporate employees, 8.2% were public officials, 12.0% were self-employed, 21.6% were students, 5.4% were restaurant workers, and 16.2% were others. Corporate employees and students accounted for a prominent proportion, covering the social use of alcohol in the workplace and the young group, so this data is more reasonable.

(e) As for the weekly short video viewing time, less than 10 minutes accounted for 2.4%, 10-20 minutes accounted for 9.0%, 30-60 minutes accounted for 30.6%, and more than 60 minutes accounted for 58.0%, according to the report "China Network Audiovisual Development Research Report (2025)", the average single-day use of short video applications per capita reaches 156 minutes, so the proportion of the data in this study is in line with the actual situation of the use of short videos in China.

(F) As for the monthly income level, the proportion of less than 2000 yuan is 42.4%, 2001-6000 yuan is 48.4%, 6001-10000 yuan is 8.6%, and more than 10000 yuan is 0.6%. At present, most of the shopping through short videos are middle- and low-income consumer groups, so the data of this study is more reasonable.

(vii) In terms of wine purchasing channels, short video direct purchasing accounted for 22.2%, e-commerce platform accounted for 46.4%, offline stores accounted for 25.4%, and mixed mode accounted for 6.0%, which is in line with the current channel pattern of "online dominance and short video penetration", so the data is more reasonable.

(h) In terms of the frequency of purchasing alcohol through short videos, 31.2% were purchased ≥ 2 times per week, 29.4% were purchased once per week, 26.6% were purchased 1-2 times per month, and 12.8% were purchased occasionally, which is a significant feature of high-frequency consumption, and may be closely related to the intensive social scene of the youth group, the stimulation of short-video promotions, and the small-order mode that matches the consumption ability of middle- and low-income groups, so the data is in line with the study. Therefore, this data is in line with the theme of the study and is more reasonable.

5.3. RELIABILITY AND VALIDITY ANALYSIS OF DATA

5.3.1. Reliability analysis of questionnaire data

In this study, the center dimensions are mainly measured in the form of scales, so the data quality of the measurement results is an important prerequisite to ensure that the subsequent analysis of the significance of the quality of the analyzed data, usually measured with the help of Cronbach's Alpha coefficient, which can represent the reliability and trustworthiness of the data. Cronbach's Alpha coefficient ranges from 0-1, the higher the value of the test result coefficient, the higher the reliability. It is generally accepted that a reliability coefficient of 0.6 or less is considered unreliable and a redesign of the questionnaire or an attempt to re-collect the data and analyze it again is required. A reliability coefficient between 0.6 and 0.7 is considered credible,

between 0.7 and 0.8 is considered relatively credible, between 0.8 and 0.9 is considered very credible, and between 0.9 and 1 is considered very credible.

In this analysis, the results of the confidence analysis are shown in Table 5.2, from which it can be seen that the Cronbach Alpha coefficients for the eleven dimensions of authenticity, fun, promotion and scarcity, experience and service, opinion leader, consumer trust, functional value, emotional value, scenario demand, emotional resonance, and willingness to buy are 0.924, 0.93, 0.92, 0.93, and 0.919, respectively, 0.928, 0.951, 0.936, 0.897, 0.897, which are all greater than 0.7, and the Cronbach Alpha coefficients after deletion of items in each dimension are smaller than the Cronbach Alpha coefficients of the corresponding dimensions. In addition, the CITC, i.e., the corrected item-total correlation outputted by SPSS26.0, has a value of 0.4 or more according to the conventional requirements of academia, and it can be seen from Table 5.2 that the CITC of each question item meets the requirements, and, therefore, the dimensions as well as the questions possess good internal consistency and cohesion among each other. From the values of Cronbach's Alpha coefficient and CITC, it can be seen that there is no need to make deletion modification in this questionnaire, and this data has high reliability and credibility. In conclusion, it can be seen that all the scales in the questionnaire are set up in a reasonable manner.

Table 5.2

Reliability Analysis					
variable name	serial number	options (as in computer software settings)	CITC	Clone Bach Alpha after deletion of items	Cronbach Alpha
validity	A1	The information on alcohol ingredients and processes shown in the short video is authentic and credible	0.85	0.883	0.924
	A2	The description of the promotion in the short video is consistent with the actual buying experience	0.84	0.893	

	A3	Short videos enhance my trust through real user reviews	0.84	0.893	
fun	B1	The short video drew me in through a vivid tasting scene	0.86	0.897	
	B2	Short videos enhance my viewing interest through creative formats	0.86	0.899	0,93
	B3	The interactive nature of the short videos increased my engagement	0.85	0.9	
Promotion and rarity	C1	A limited time discount or giveaway event would significantly draw my attention to a short alcohol video	7.17	0.843	
	C2	The "limited supply" or "limited time offer" message in the video prompted me to order as soon as possible.	7.21	0.835	0.92
	C3	Buy-one-get-one-free" or bundled sales tactics in short videos increase my willingness to buy	7.19	0.838	
Service Experience	D1	The logistics delivery was fast and well-packaged, affecting my willingness to repurchase	0.86	0.895	
	D2	I feel relieved with the after-sales service provided by the merchant	0.85	0.904	0.93
	D3	Customer service's quick response to wine knowledge boosted my satisfaction!	0.86	0.896	
opinion leader	E1	Recommendations from well-known anchors or brand spokespersons increase my trust in alcohol products	0.83	0.886	0.919

	E2	Anchor's expert explanation of alcohol knowledge boosted my willingness to make a purchase	0.85	0.875	
	E3	Anchor's personal image influenced my buying decision	0.83	0.888	
consumers trust	F1	I feel reliable about the quality of alcohol products recommended by short videos	0.85	0.899	
	F2	Buying alcohol products recommended by short videos is a wise decision	0.85	0.901	0.928
	F3	I trust the overall vetting mechanism of short video platforms for alcohol products	0.86	0.889	
functional value	G1	Promotional messages in short videos enhance the sense of value of alcohol products	0.88	0.935	
	G2	Short videos demonstrate the unique selling points of alcohol products	0.89	0.933	0.951
sentimental value	G3	The short video content struck an emotional chord with me	0.87	0.937	
	G4	The short video enhanced my identification with the product through the creative format	0.88	0.935	
willingness to buy	H1	I would like to place a direct order for alcohol while watching a short video	0.86	0.915	
	H2	I am satisfied with the short video recommendations for alcohol products and will continue to buy them!	0.88	0.9	0.936

	H3	I would recommend alcohol products and content in short videos to friends and family!	0.87	0.906	
Scenario requirements	I1	I buy alcohol products mainly for social occasions	0.81	/	0.897
	I2	I purchase alcohol products primarily for personal use			
emotional resonance	L1	When watching short alcohol videos, I resonate with them for the emotional factor	0.78	/	0.897
	L2	Watching short videos on alcohol resonated with me because of my interest in exploration			

Source: constructed by the author

5.3.2. Validity analysis of questionnaire data

In addition to the need to test the reliability and credibility of the data, it is also necessary to test its validity, therefore, it is usually necessary to analyze the validity of the data at the same time, as can be seen through the previous measurement of the variables of the questionnaire of this study, the questionnaire is a vast majority of the mature scale, but there is a need to have a question reflecting the uniqueness of the short-video platform, and therefore some of them are not borrowed from the mature scale, and thus, in order to carry out validity analysis, it is necessary to carry out an Exploratory factor analysis and validation factor analysis are needed to test its content validity and structural validity.

Exploratory factor analysis is first to determine whether it meets the requirements for conducting the next step of factor analysis through the overall KMO value and Bartlett's test of sphericity output by SPSS27.0. The value of KMO ranges from 0 to 1, and the larger the value, the higher the correlation between the variables, and academics believe that the minimum KMO value should be 0.5, and it is acceptable between 0.6-

0.7, and more than 0.7 is more satisfactory, so as to ensure that there is a correlation between the variables, and to be able to carry out the factor analysis. In addition, the significance of the Bartlett's test of sphericity, i.e., Sig. has to be less than 0.05 in order to show that there is a correlation between the variables. When the values of KMO and Sig. are achieved, it indicates that the data meets the requirements for conducting factor analysis. As shown in Table 5.3, the KMO value of the data collected from this questionnaire is 0.736, which is significantly greater than 0.7, and the Sig. is <0.005, so there is a correlation between the dimensions of the variables or items of the questionnaire, which meets the requirements for conducting factor analysis.

Table 5.3

KMO and Bartlett's test		
KMO and Bartlett's test		
KMO Sample Suitability		0.736
Quantity		
Bartlett's test of sphericity	approximate chi-square	11368.44
	(math.)	
	(number of) degrees of	406.000
	freedom (physics)	
	significance	0.000

Source: constructed by the author

In addition, the variable dimensions in the questionnaire were extracted by the orthogonal rotation method taken by SPSS27.0, as shown in Table 5.4, and the principal component extraction was carried out according to the criterion that the eigenvalue was greater than 1. A total of 10 common factors consistent with the number of dimensions were extracted and the extraction results showed that the cumulative variance contribution of the factors amounted to 87.808%, which was greater than 60%, so that the extracted common factors could to a certain extent explain all the topics in the questionnaire, so it meets the requirements for conducting the next step of the study.

Table 5.4

Total Variance Explained

ingredient	Total Variance Explained			Extract the sum of the squares of the loads			Rotational load sum of squares		
	Initial eigenvalue	variance (statistics) percentage	Cumulative %	(grand) total	variance (statistics) percentage	Cumulative %	(grand) total	variance (statistics) percentage	Cumulative %
1	3.544	12.221	12.221	3.544	12.221	12.221	3.487	12.024	12.024
2	2.94	10.137	22.358	2.94	10.137	22.358	2.663	9.184	21.207
3	2.91	10.035	32.393	2.91	10.035	32.393	2.641	9.106	30.313
4	2.714	9.358	41.751	2.714	9.358	41.751	2.639	9.1	39.413
5	2.669	9.203	50.955	2.669	9.203	50.955	2.628	9.063	48.476
6	2.447	8.439	59.393	2.447	8.439	59.393	2.614	9.013	57.49
7	2.429	8.378	67.771	2.429	8.378	67.771	2.602	8.973	66.463
8	2.3	7.931	75.701	2.3	7.931	75.701	2.585	8.913	75.376
9	1.825	6.294	81.996	1.825	6.294	81.996	1.816	6.262	81.638
10	1.686	5.813	87.808	1.686	5.813	87.808	1.789	6.17	87.808
11	0.265	0.913	88.721						
12	0.253	0.874	89.595						
13	0.23	0.794	90.388						
14	0.222	0.765	91.154						
15	0.22	0.76	91.914						
16	0.205	0.708	92.622						
17	0.204	0.703	93.324						
18	0.198	0.682	94.006						
19	0.193	0.665	94.671						
20	0.188	0.647	95.318						
21	0.177	0.61	95.928						
22	0.173	0.597	96.525						
23	0.163	0.563	97.088						
24	0.16	0.552	97.639						
25	0.155	0.535	98.174						
26	0.148	0.509	98.684						
27	0.135	0.466	99.15						
28	0.132	0.456	99.606						
29	0.114	0.394	100						

Extraction method: principal component analysis.

Source: constructed by the author

The factor loadings of the rotated component matrix output by SPSS27.0 can be used to reflect the correlation or closeness between each dimension and its corresponding question items, as shown in Table 5.5, a total of 10 common factor components were extracted from the rotated component matrix, the number of which

is consistent with the dimensions of the questionnaire scale design in this paper, and the factor loadings of the question items for each dimension

All of the loadings are greater than 0.7, therefore, there is a high degree of correlation between the questions corresponding to each dimension, so the scale used in this study has good validity and does not require the elimination of the items, so that it can be directly carried out in the next step of the validated factor analysis.

Table 5.5

Component Matrix after Rotation										
The rotated component matrix a										
	ingredient									
	1	2	3	4	5	6	7	8	9	10
G2	0.937									
G1	0.933									
G4	0.932									
G3	0.928									
H2		0.944								
H3		0.942								
H1		0.934								
B1			0.937							
B3			0.936							
B2			0.933							
D3				0.938						
D1				0.936						
D2				0.932						
F3					0.94					
F1					0.933					
F2					0.931					
A1						0.934				
A2						0.93				
A3						0.928				
C1							0.929			
C3							0.926			
C2							0.926			
E2								0.933		
E3								0.923		
E1								0.922		
I1									0.952	
I2									0.949	
L2										0.943
L1										0.942
Extraction method: principal component analysis.										
Rotation method: kaiser normalized maximum variance method.										
a rotation has converged after 6 iterations.										

Source: constructed by the author

In this paper, the average variance extracted (AVE) is calculated based on the rotated factor loadings (AVE), which is also known as average variance extracted (AVE), is a statistical measure to test the internal consistency of a variable in statistics, and in this paper, the 10 variables, such as perceived value, willingness to buy, interestingness, service experience, consumer trust, authenticity, promotions and scarcity, opinion leaders, scenario needs, and emotional resonance, are used as latent variables. When the AVE value is greater than 0.6, it indicates that the scale has good convergent validity.

Table 5.6

Model AVE and CR Indicator Results		
Factor	Squared	
	Difference	Combined
	Extraction AVE Value	Reliability CR
perceived value	0.870	0.964
willingness to buy	0.891	0.891
fun	0.878	0.878
Service Experience	0.880	0.880
consumer trust	0.884	0.884
validity	0.872	0.872
Promotion and Scarcity	0.863	0.863
opinion leader	0.870	0.870
Scenario requirements	0.906	0.906
emotional resonance	0.889	0.889

Source: constructed by the author

As can be seen from Tables 5.6, the average extracted variance values (AVE) of the variables are all greater than 0.6. This indicates that the overall index and the

variables have a good correlation. Meanwhile, the 10 factors extracted after orthogonal rotation are consistent with the categorization of the questionnaire, indicating that the measurement items of the variables of the questionnaire itself are correctly categorized; therefore, the scale design of this paper is reasonable and has good convergent validity.

5.4. STRUCTURAL EQUATION MODELING

Structural Equation Modeling (SEM) is a method based on the covariance matrix of variables to study the intrinsic structural relationships among variables and to validate theories. Structural Equation Modeling combines the two methods of factor analysis and path analysis to test the hypothesized relationship between latent variables and observed variables, and is able to estimate the measurement errors of measurement indicators, indicator variables and latent variables in the model, and the effective performance of the indicators designed by the researcher receives the most direct and precise feedback, which is widely used in the field of marketing communication. In the previous section, the data have been tested for reliability and validity to ensure that the reliability and validity of each construct measurement variable passes the test. Next, the relationships between the variables are analyzed through structural equation modeling to validate the hypotheses and test the fit of the model.

5.4.1. Simulation goodness-of-fit tests

Before testing the path of the model, the fit of the model must first be analyzed. According to the accepted standards of Byrne (1989) and Hu & Bentler (1999) and other scholars, this paper conducted a goodness-of-fit test for the structural equation model, and the specific results are shown in Tables 5.7. All the independent variables and moderating variables have been mean-centered, and the fit indices include the relative chi-square (CMIN/DF), the adjusted goodness-of-fit index (AGFI), goodness-of-fit index (GFI), comparative fit index (CFI) and root mean square of approximation error (RMSEA). In general, CMIN/DF values less than 3 indicate a good fit of the model, RMSEA values less than 0.05 indicate a good fit of the model, less than 0.08

indicates a good fit of the model, and GFI, CFI, and AGFI values greater than 0.9 indicate a good fit of the model.

Table 5.7

Model fit metrics and values of metrics for this study			
fitness index	reference threshold	Simulated fitted values	Fitting conclusions
CMIN/DF	≤ 3.0	2.31	favorable
AGFI	> 0.9	0.913	acceptable level
GFI	> 0.9	0.925	acceptable level
CFI	> 0.9	0.954	talented
RMSEA	< 0.08	0.046	surpassing

Source: constructed by the author

The results show that: CMIN/DF = 2.31, which is less than the "good" limit of 3; AGFI = 0.913, GFI = 0.925 are more than the acceptable lower limit of 0.90; CFI = 0.954, which is higher than the "excellent" standard of 0.95; RMSEA = 0.046, which is in the "excellent" interval of < 0.05 , and the overall model fit is good. CFI = 0.954, which is above the "excellent" criterion of 0.95; RMSEA = 0.046, which is in the "excellent" interval of < 0.05 , and the overall model fit is good.

All of the above fit indices are at or better than the corresponding reference standards, indicating that the model has good or even excellent ability to explain and reproduce the data, and can support the subsequent path analysis and hypothesis testing.

5.4.2. Hypothesis testing

After the fit test of the model, the assumptions made in the paper need to be verified. In this paper, the theoretical model in this paper was path-tested by the structural equations that are widely recognized by academics using AMOS29.0 statistical software, and the test results are shown in Figure 5.1:

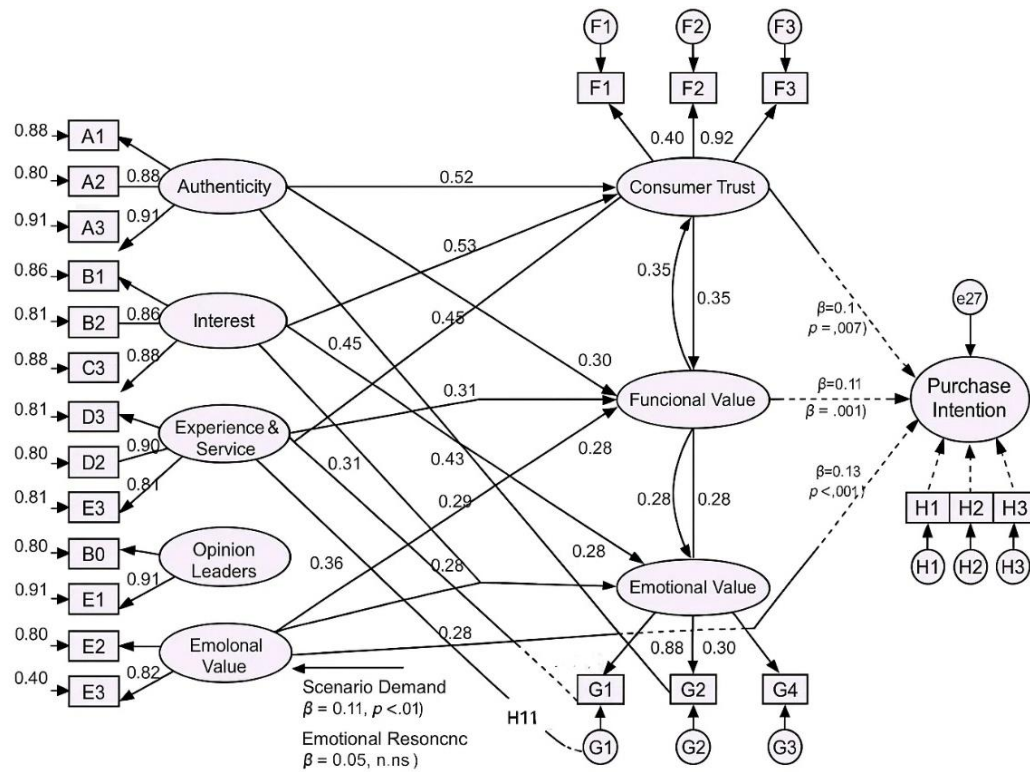


Figure 5.1 AMOS structural equation modeling diagram

Source: constructed by the author

In order to more visually observe the positive, negative and magnitude of the path coefficients between the variables in the model and to further substantiate the eleven hypotheses proposed, this paper produces Tables 5.8 based on the output of the AMOS29.0 statistical software, which reflect the path situation and significance more intuitively.

Table 5.8

Model Path Coefficients and Significance

trails	Estimate(β)	S.E.	C.R.	p	Is it significant
Authenticity $\rightarrow$ Trust	0.52	0.05	10.4	***	statistically significant
Fun $\rightarrow$ Emotional value	0.38	0.04	9.5	***	statistically significant
Fun $\rightarrow$ Functional value	0.47	0.05	9.4	***	statistically significant
Promotion and Scarcity $\rightarrow$ Trust	0.45	0.05	9	***	statistically significant
Experience & Service $\rightarrow$ Functional Value	0.31	0.04	7.8	***	statistically significant

Experience & Service → Emotional Value	0.29	0.04	7.3	***	statistically significant
Opinion Leader Recommendations → Trust	0.4	0.04	8.9	***	statistically significant
Opinion Leader Recommendations → Emotional Value	0.43	0.05	8.6	***	statistically significant
Trust → willingness to buy	0.35	0.05	6.5	***	statistically significant
Functional value → willingness to buy	0.28	0.04	6	***	statistically significant
Emotional value → willingness to buy	0.3	0.04	6.8	***	statistically significant
Note: *** denotes $p < 0.001$					

Source: constructed by the author

Normally, $P < 0.05$ means that the effect between variables is significant, and significance indicates that the hypotheses corresponding to the paths are valid, and it can be seen from Table 5.9: (1) authenticity of short videos positively affects consumers' trust, (2) fun of short videos positively affects consumers' perceived emotional value, (3) fun of short videos positively affects consumers' perceived functional value, (4) promotional and scarcity information in short videos positively affects consumers' trust, (5) experiential service positively affects consumers' functional value, (6) experiential service positively affects consumers' emotional value, (7) opinion leaders' recommendation positively affects consumers' trust, (8) opinion leaders' recommendation positively affects consumers' perceived emotional value, (9) consumers' trust positively affects their purchase willingness, (10) Functional value generated in short video context positively affects consumers' purchase willingness, (11) Emotional value generated in short video context positively affects consumers' purchase willingness, and according to the table of significance is established or not, get the results of hypothesis is established or not, as shown in Table 5.9:

Table 5.9

Results of Hypothesis Testing		
Assumption number	Hypothetical content	Whether or not it is established
H1	Authenticity of short videos positively affects consumer trust	be tenable
H2a	The fun of short videos positively influences consumers' perceived emotional value	be tenable
H2b	The fun of short videos positively influences consumers' perceived functional value	be tenable
H3	Promotional and scarcity messages in short videos positively influence consumer trust	be tenable
H4a	Experiential services positively affect consumers' functional value	be tenable
H4b	Experiential services positively affect consumers' emotional value	be tenable
H5a	Opinion Leader Recommendations Positively Influence Consumer Trust	be tenable
H5b	Opinion Leader Recommendations Positively Influence Consumers' Perceived Emotional Value	be tenable
H6	Consumers' trust positively influences their willingness to buy	be tenable
H7a	Functional value generated in short video context positively influences consumers' purchase intention	be tenable
H7b	Emotional value generated in short video context positively influences consumers' purchase intention	be tenable

Source: constructed by the author

5.5. TESTS FOR MEDIATING EFFECTS

In this study, the mediating effects of the mediating variables (trust and perceived value) are examined using the Bootstrap method. The Bootstrap method is a non-parametric resampling technique that is suitable for assessing the distributional properties of statistical estimators. It has been widely used, particularly in the analysis of mediating effects. Specifically, the method constructs an empirical distribution of

effect values by repeatedly sampling the original sample with put-backs, generating a large number of resampled samples, and estimating the mediating effect in each sample. In this study, structural equation modeling was performed using AMOS29.0 software, with the Bootstrap resampling number set to 5,000 times and a confidence interval of 95%. It is evident from an analysis of the confidence intervals calculated by both the bias-corrected and percentile methods that, in instances where the resulting interval does not contain zero and the P-value is less than 0.05, this serves as an indication of a significant mediating effect, as illustrated in Table 5.10.

Table 5.10

Standardized Bootstrap Mediation Effects Tests									
trails			Bias-			Percentile 95% CI			is or isn't
serial	efficienc		Corrected95%CI						statisticall
numbe	y value	SE	Lowe	Uppe	P	Lowe	Uppe	P	y
r			r	r		r	r		significant
H8a	0.142	0.032	0.085	0.21	0.001	0.08	0.205	0.001	be
H8b	0.128	0.03	0.07	0.19	0.002	0.065	0.185	0.002	be
H9a	0.115	0.028	0.06	0.175	0.003	0.055	0.17	0.003	be
H9b	0.098	0.026	0.045	0.15	0.004	0.04	0.145	0.004	be
H9c	0.105	0.027	0.05	0.16	0.002	0.045	0.155	0.002	be
H9d	0.12	0.029	0.065	0.18	0.001	0.06	0.175	0.001	be

Source: constructed by the author

In order to observe more intuitively whether the mediating variables have mediating effects, according to the different paths according to the AMOS output results to produce the mediating effect analysis table, it can be seen that all paths have mediating effects, as shown in Table 5.11:

Table 5.11

Analysis of mediating effects		
Path number	Intermediary path description	Is it significant
H8a	Short video authenticity → trust → willingness to buy	be
H8b	Opinion Leader Recommendation → Trust → Purchase Intention	be
H9a	Interest → perceived emotional value → willingness to buy	be
H9b	Promotional and scarcity information → perceived functional value → willingness to buy	be
H9c	Experiencing services → perceived functional value → purchase intention	be
H9d	Opinion Leader Recommendation → Perceived Emotional Value → Purchase Intention	be

Source: constructed by the author

Based on the above results, it is shown that all paths have mediating effects and the results are organized as shown in Table 5.12:

Table 5.12

Results of Hypothesis Testing for Mediated Effects		
serial number	Hypothetical content	Whether or not it is established
H8a	Consumer trust mediates the relationship between short video authenticity and purchase intention	be tenable
H8b	Consumer trust mediates the relationship between opinion leader recommendations and purchase intentions	be tenable
H9a	Consumers' Perceived Emotional Value Mediates the Relationship Between Short Video Fun and Purchase Intention	be tenable

H9b	Consumers' Perceived Functional Value Mediates the Relationship Between Promotional and Scarcity Information and Purchase Intention in Short Videos	be tenable
H9c	Consumers' Perceived Functional Value Mediates the Relationship Between Experience and Service Information and Purchase Intentions in Short Videos	be tenable
H9d	Consumers' Perceived Emotional Value Mediates Between Opinion Leader Recommendations and Purchase Intentions	be tenable

Source: constructed by the author

5.6. ADJUSTMENT VARIABLE CALIBRATION

The moderating variable calibration was performed using Hayes' (2017) PROCESS macro for hierarchical regression and interaction effect testing. In accordance with the recommendations of the researchers, both the independent variables (namely promotion and scarcity, authenticity, opinion leader recommendation, and fun) and the moderating variables (namely scenario demand and emotional resonance) were first centered at the within-sample mean. This was done in order to reduce multicollinearity and correctly account for interaction effects. In the hierarchical regression model, the first model (Model 1) contains solely the main effect term. The second model (Model 2) incorporates the centred interaction term, in order to test the moderating effect. The results can be found in Table 5.13.

Table 5.13

PROCESS Moderator Variable Tests						
Assumption number	variant	B	SE	β	t	p
H10a (functional value as dependent variable)	a constant (math.)	2.105	0.032	-	65.78	<.001
	Promotion and Scarcity_c	0.452	0.048	0.483	9.42	<.001
	Scenario_Requirements_c	0.201	0.042	0.215	4.78	<.001
	Promotions x Scenario Requirements (Interaction term)_c	0.113	0.041	0.121	2.76	0.006
H10b (trust as	a constant (math.)	1.985	0.029	-	68.45	<.001
	Authenticity_c	0.503	0.051	0.523	9.86	<.001
	Scenario_Requirements_c	0.182	0.039	0.197	4.67	<.001

dependent variable)	Authenticity x Scenario Requirements (Interaction Items)_c	0.081	0.03	0.09	2.7	0.007
H11a	a constant (math.)	2.012	0.03	-	67.06	<.001
(Sentimental value as dependent variable)	Opinion_c	0.398	0.042	0.443	9.48	<.001
	Emotional empathy_c	0.218	0.038	0.239	5.74	<.001
	Opinion Leader x Emotional Resonance (Interaction term)_c	0.127	0.029	0.134	4.38	<.001
H11b	a constant (math.)	2.037	0.031	-	65.71	<.001
(Sentimental value as dependent variable)	Fun_c	0.352	0.041	0.379	8.59	<.001
	Emotional empathy_c	0.201	0.037	0.221	5.43	<.001
	Fun x Emotional Resonance (Interaction term)_c	0.052	0.031	0.056	1.68	0.094

Source: constructed by the author

The results showed that the interaction terms of H10a, H10b, and H11a were all significant in Model 2 ($p < .01$), supporting the positive moderation of "Scenario Demand" on "Promotion → Functional Value", "Authenticity → Trust", and "Emotional Resonance" on "Opinion Leader → Emotional Value". → trust" and "emotional resonance" positively moderated "opinion leader → emotional value"; while the H11b interaction term did not reach significance ($p = .094$) and did not support the positive moderating effect of "Emotional resonance" on "Fun → Emotional value". Although ΔR^2 is small (0.015-0.020), the direction of the interaction effect coefficients is consistent and has theoretical and practical significance, which is in line with the complex psychological mechanism of consumers in the context of short-video marketing. According to the above variable test, the results of whether the hypothesis is valid or not are shown in Table 5.14:

Table 5.14

Analysis of Regulatory Effects		
Assumption number	Hypothetical content	Whether or not it is established
H10a	Consumers' Scenario Demand Moderates the Effect of Promotional and Scarcity Information in Short Videos on Perceived Functional Value	be tenable
H10b	Consumers' Scenario Needs Moderate the Effect of Authenticity on Trust in Short Videos	be tenable
H11a	Emotional resonance moderates the influence of opinion leaders on emotional value, which in turn influences consumers' willingness to buy	be tenable
H11b	Emotional resonance moderates the effect of fun on emotional value, which influences consumers' willingness to buy	untenable

Source: constructed by the author

5.7. CONCLUSIONS OF THE STUDY

Based on the literature combing and data statistical analysis, this paper applies SOR theory, constructs relevant theoretical models, conducts in-depth research on consumer purchase intention in short video marketing of liquor products by issuing open-collection questionnaires, and finally draws relevant conclusions, as shown in Table 5.15. The results of empirical research will provide effective reference for short video and live streaming with wine products, and provide valuable theoretical reference for the use of wine product e-commerce in rural revitalization.

Table 5.15

Summary of Findings

Assumption number	Hypothetical content	Whether or not it is established
H1	The authenticity of short videos positively affects consumer trust.	be tenable
H2a	The fun nature of short videos positively influences consumers' perceived emotional value.	be tenable
H2b	The fun nature of short videos positively influences consumers' perceived functional value.	be tenable
H3	Promotional and scarcity messages in short videos positively influence consumer trust.	be tenable
H4a	Experiential services positively affect consumers' functional value.	be tenable
H4b	Experiential services positively affect the emotional value of consumers.	be tenable
H5a	Recommendations from opinion leaders positively influence consumer trust.	be tenable
H5b	Opinion leaders' recommendations positively influence consumers' perceived emotional value.	be tenable
H6	Consumers' trust positively influences their willingness to buy.	be tenable
H7a	The functional value generated in the short video context positively influences consumers' purchase intention.	be tenable
H7b	Emotional value generated in short video context positively influences consumers' purchase intention.	be tenable
H8a	Consumer trust mediates the relationship between short video authenticity and purchase intention.	be tenable
H8b	Consumer trust mediates the relationship between opinion leader recommendations and purchase intentions.	be tenable
H9a	Consumers' perceived emotional value mediates the relationship between short video fun and purchase intention.	be tenable
H9b	Consumers' perceived functional value mediates the relationship between promotional and scarcity information and purchase intentions in short videos.	be tenable

H9c	Consumers' perceived functional value mediates the relationship between experience and service information and purchase intentions in short videos.	be tenable
H9d	Consumers' perceived emotional value mediates the relationship between opinion leader recommendations and purchase intentions.	be tenable
H10a	Consumers' Scenario Needs Moderate the Effect of Promotional and Scarcity Information in Short Videos on Perceived Functional Value.	be tenable
H10b	Consumers' Scenario Needs Moderate the Effect of Authenticity on Trust in Short Videos.	be tenable
H11a	Emotional resonance moderates the influence of opinion leaders on emotional value, which in turn influences consumers' willingness to buy.	be tenable
H11b	Emotional resonance moderates the effect of fun on emotional value, which in turn influences consumer purchase intentions.	untenable

Source: constructed by the author

This study reveals the influence mechanism of short video content features in the Chinese alcohol market. The authenticity of short videos not only builds a foundation of consumer trust when visually conveying product information, but also significantly contributes to consumers' final purchase intention by reinforcing their sense of trust, a finding that coincides with the current industry norms on content authenticity requirements for short video platforms. When short videos incorporate interesting elements, such as vivid brand stories and interactive links, consumers' perception of emotional value and functional value significantly increases, which not only confirms the classic path of "content attraction - psychological identity - behavioral transformation", but also meets the requirements of consumers' perception of emotional value in an information overloaded environment. This not only confirms the classic path of "content attraction - psychological recognition - behavioral transformation", but also meets consumers' pursuit of efficient experience in an information overloaded environment.

Further mediation effect tests show that consumer trust plays a key mediating role between authenticity and opinion leader recommendation and purchase intention;

emotional value perception also assumes an emotionally driven mediating role between fun and purchase intention, and opinion leader recommendation and purchase intention; and functional value perception moderates the role of rational consideration and enhances decision-making efficiency in the relationship between promotions and scarcity information, and between experiential services and purchase intention. Functional value perception mitigates the role of rationality and enhances decision-making efficiency in the relationship between promotion and scarcity information, experience service and purchase intention. These results are validated by Bootstrap nonparametric method, and the confidence intervals are robust and do not contain zero, which confirms the principle of "mediation effect should be tested on empirical distribution". Meanwhile, the modeling of AMOS is in line with the mainstream thinking, which provides methodological innovation and rigor for this study.

In terms of moderating effects, scene demand significantly enhances the impact of promotional and scarcity information on the perception of functional value, and also highlights the differences in the shaping of trust by authenticity in different usage scenarios; emotional resonance presents a positive amplification effect on the path of opinion leader recommendations affecting emotional value, while the moderating effect on the fun pathway is not significant, which suggests that storytelling and emotionally-charged content presentation forms in the Chinese market have higher emotional sensitivity to opinion leader information and lower reliance on entertaining stimuli in the Chinese market. This finding expands the theoretical perspective that moderating variables play an uneven role in different pathways, and provides strategic guidance for wine companies when setting up marketing content and precise placement.

The overall model fit was satisfactory, with all indicators attaining the recognised excellent level, thereby reflecting the inherent rationality and explanatory power of the research model. Furthermore, the findings of the multi-group robustness test and the VIF diagnosis indicate that the path coefficients of this study are not influenced by multicollinearity, thereby further enhancing the credibility of the conclusions.

In summary, this study, in the context of applied economics in China and in combination with the short video marketing practice in the wine industry, constructs and validates for the first time a comprehensive model that takes authenticity, fun, promotion and scarcity, experiential service, and opinion leader recommendation as the core content elements, realizes the conduction of purchase intention through the sense of trust, functional value, and emotional value, and conditionally amplifies the scenario demand and emotional empathy levels. This theoretical framework not only has significant academic innovation value, but also provides industry practitioners with actionable decision-making basis for short video content creation and placement strategy. Future research can further deepen and promote this research model in cross-platform environment, diversified consumer groups and dynamic tracking design, in order to continuously promote the integration of short video marketing theory and practice.

6. ANALYSIS OF SHORT VIDEO MARKETING STRATEGY OF ALCOHOL PRODUCTS BASED ON CONSUMERS' PURCHASE INTENTION

Against the background of the onlineization rate of liquor consumption in China is still in the introductory period, short video has become an important bridge connecting brands and consumers. Based on the results of empirical research on the five content elements of authenticity, fun, scarcity, service experience and opinion leader recommendation, as well as an in-depth analysis of the scene demand and emotional resonance moderating effect, this paper puts forward six marketing strategies, which not only fit the industry reality, but also have the value of theoretical innovation, which can help liquor enterprises to realize the whole chain optimization of "seeding - promotion - conversion - re-purchase" in the short-video ecology. - Promotion-Conversion-Repurchase" in the short video ecosystem.

6.1. CONSTRUCTING "REAL SCENE" FULL-LINK TRACEABILITY TO ENHANCE TRUST

Empirical studies have shown that the authenticity presented in short videos - i.e., the ability to show the full process of traceability from the raw material base, the production plant to the third-party testing laboratory - is significantly and positively associated with consumer trust, which in turn significantly enhances their willingness to buy. The current short-video marketing of alcohol has a common problem. Currently, the short video marketing of alcoholic beverages generally suffers from information fragmentation and insufficient traceability visualization, and consumers are significantly more skeptical of product quality in online channels than in offline scenarios. If the video content is limited to product appearance and packaging, it is often difficult for consumers to make online purchase decisions in the absence of quality assurance information, which in turn raises questions about product quality. For this reason, wine enterprises should deeply embed the "behind-the-scenes visit" section in the short video: firstly, through the combination of drone aerial photography and on-site linking, to show the geographic environment of the raw material base and

ecological planting methods; secondly, the use of multi-camera synchronized filming of the process, and inviting brewing masters or wine-tasting experts to explain the key links of fermentation and distillation in a first perspective; thirdly, introducing experts with the knowledge of the key stages of the process, to provide the best quality information to the consumers, so that the consumers can make online purchase decisions. Secondly, it uses multi-camera synchronized filming of the process, inviting master brewers or tasting experts to explain the key aspects of fermentation and distillation from a first-hand perspective. Thirdly, it introduces a third-party testing organization with national certification to conduct on-site chemical and microbiological testing, and interprets the key points of the test report through simple animation, so as to let consumers feel the transparency of quality that is "visible and clear. At the same time, the integration of virtual IP and three-dimensional modeling technology to build an immersive interactive space, through dynamic data visualization to present the real-time parameter changes of the raw material growth environment and the brewing process, the user can switch the observation viewpoint through interactive commands; upgraded the blockchain traceability system as a digital collector's mechanism, the consumer scanning the code to verify the simultaneous acquisition of digital credentials of the process, to enhance the value of participation and the collection of attributes; the deployment of the Internet of Things sensing equipment, real-time display of fermentation in a short video. Deploying IOT sensing equipment to display the fluctuation curve of core indicators such as temperature and humidity of fermentation tank in real time in short videos to build a full-dimensional transparent traceability system.

6.2. DESIGNING DRAMATIZED AND INTERACTIVE CONTENT TO ACTIVATE VALUE PERCEPTION

Empirical results show that the fun and interactivity of short videos can significantly enhance consumers' perception of emotional value and functional value. Under the competition pattern of serious homogenization of short video content, it is

difficult to break through the users' attention threshold by purely displaying product functions, and emotional connection and value recognition become the key to break through the situation. In the fragmented viewing environment, it is difficult to attract attention to a single product display, and the "main story + user participation" type of dramatization skit and interactive challenges are becoming efficient tools to break the circle. Based on their own brand story, regional culture or non-legacy craft, wine enterprises can plan multi-episode mini-theater, combining the inheritance story of wine-making masters, warm scenes of family feasts and consumers' daily life. In terms of technological empowerment, the company has developed a multi-threaded interactive mode of drama, whereby users can vote on the process parameters through pop-ups, and ultimately generate personalized product recommendations; embedded in augmented reality technology, scanning the bottle triggers a virtual character to explain the key process nodes, and continuous interactions can unlock hidden knowledge eggs; and the company has constructed a user UGC intelligent compositing system, which automatically extracts the content of consumers' contributions to generate a short film of the brand's story, thus realizing the following The closed loop of "creation-communication-transformation" is realized.

6.3. USE LIMITED TIME AND LIMITED QUANTITY STRATEGIES TO CREATE AN ATMOSPHERE OF SCARCITY TO DRIVE ORDERS

Empirical evidence and industry reports have pointed out that time-limited spike and limited pre-sale mechanisms have been proven to significantly increase conversion rates in short videos and live streaming scenarios, especially during important festivals. Although time-limited promotions are widely used, consumers are increasingly resistant to "pseudo-starvation marketing", and real scarcity and transparent mechanisms have become a prerequisite for increased conversion rates. Wine companies should pre-build "activation codes" or exclusive purchase links in short video teasers, so that core fans can get whitelisted in advance, and amplify the sense of urgency through countdown animations and real-time inventory updates during the

official start of the broadcast. At the algorithm-driven level, deploy an intelligent inventory sensing and dynamic pricing system, which displays the percentage of inventory consumption in real time and generates a ladder price model based on supply and demand; combine with LBS technology to realize a region-specific inventory display, dynamically push real-time inventory data from nearby stores, and strengthen the sense of geographic scarcity; and develop a recipe generator tool, so that users can upload scenario materials to get a customized product plan, and the previous order enjoys the right of priority purchasing. Right to purchase.

6.4. FULL PROCESS VISUALIZATION OF SERVICE COMMITMENTS TO SOLIDIFY POST-ASSESSMENT VALUE

The empirical evidence indicates that experience and service exert a significant positive influence on consumers' perception of both functional and emotional value, which in turn serves to drive repurchase intention. The issue of the disconnection of after-sales service for online liquor consumption is a prominent problem, with pain points such as logistics delays and a lack of storage guidance having a direct effect on repurchase decisions. The presentation of the entire process, from order picking and intelligent sorting to cold chain delivery, as well as store self-pickup and no-touch delivery, in a concise video enables consumers to intuitively perceive the brand's emphasis on service. In the context of digital infrastructure, a supply chain monitoring platform has been developed, enabling consumers to access logistics information and view the real-time location and temperature control data of transportation vehicles. The augmented reality goods inspection function has been introduced, allowing the package to be scanned to view the anti-counterfeiting verification process and product details. Furthermore, an intelligent tasting aid has been developed in the after-sales segment, facilitating the upload of images of liquid products to obtain storage suggestions and drinking guides.

6.5. DEEP LINKAGE WITH AUTHORITATIVE PERSONALITIES TO STRENGTHEN THE ENDORSEMENT EFFECT

The research results show that the recommendation of professional celebrities has a significant pulling effect on the sense of trust and emotional value. In the over-commercialized market environment, consumers' trust in "soft promotion" continues to decline, and professionalism and authenticity have become the core of content breakthrough. Therefore, wine enterprises should link up with national wine critics associations, provincial non-heritage brewing masters or owners of wineries with regional characteristics to launch a series of "factory visits + live tasting" content. At the systematic operation level, build a graded expert cooperation matrix to form a three-tier content production echelon of "authoritative experts - vertical KOL - vegetarian users": the expert tier focuses on in-depth interpretation of brewing principles, the KOL tier focuses on scenario-based experiential interpretation, and the vegetarian tier outputs real tasting content through the professional authentication system; and at the same time, set up a knowledge-sharing platform for the expert tier to synchronize process data with consumer content in real time. At the same time, a knowledge-sharing platform has been established to synchronize process data and consumer insights in real time to ensure the professional consistency of content output.

6.6. SCENARIO-BASED NARRATIVE AND EMOTIONAL RESONANCE TO DEEPEN MEMORY POINTS

Empirical evidence and industry reports have pointed out that scenario-based content close to users' daily life is more likely to stimulate emotional resonance and purchase intention. Currently, short videos on alcohol are generally caught in the misunderstanding of "scene labeling", and the emotional resonance is superficial due to the hard grafting of festival elements. China's alcohol consumption is highly dependent on scenarios and cultural memories, and scenarios such as family reunions, traditional festivals and business banquets contain deep emotional value. With the help of consumers' UGC materials, liquor enterprises can invite users to shoot "reunion

toasting moments" with family members, friends or colleagues, and have the officials carry out secondary editing, music and narration, adapting the real story into a short video "microfilm", which can be accurately placed at key times such as the Spring Festival, the National Day, and the Dragon Boat Festival. The real story is adapted into a short video "microfilm", which will be accurately placed at key times such as Spring Festival, National Day and Dragon Boat Festival. At the level of technological integration, the integration of virtual scene construction technology allows users to participate in brand online scene activities through their digital identities, and synchronize their behavioral data to redeem offline rights and benefits; the development of a memory reproduction engine generates personalized scene clips based on users' historical data, accurately triggering emotional resonance; and the deployment of a regional cultural adaptation system automatically recognizes user labels and matches them with dialectal voice-overs and localized scene elements to strengthen cultural identity.

6.7. COORDINATED OPTIMIZATION OF TECHNICAL STRUCTURES BASED ON BEHAVIORAL PATH MODELING TO ENHANCE CONVERSION EFFICIENCY

This study builds upon the integrated framework of AIDA theory and the sales funnel model, developing a tailored consumer behavioural conversion path applicable to short video marketing in the liquor industry. Empirical analysis demonstrates that distinct technical structures exert differentiated influences across the stages of attention, interest, desire, and action. The findings indicate that short videos, while effective as a stimulus medium, are insufficient to sustain the full conversion cycle. Rather, they must be systematically coordinated with sales tools, service personnel, and content carriers. In light of this insight, it is recommended that liquor brands adopt a dynamic path-matching mechanism informed by behavioural modelling to achieve full-chain conversion efficiency.

In the initial content-driven phase, it is imperative for brands to refine user segmentation through behaviour-based tagging systems and to deploy algorithmic

models to detect the current stage of the user within the path. Consequently, video content and formats can be precisely matched, for instance, visually compelling and symbol-rich videos for users at the awareness stage, and interactive storylines or expert-led features for those in the interest stage, to enhance cognitive depth and emotional resonance. In the mid-stage of desire formation, technical interventions such as smart recommendation systems and guided sales dialogues should be dynamically activated based on user behaviours such as likes, comments, or prolonged engagement. These tools offer tailored product suggestions and mitigate decision anxiety, thereby boosting trust and purchase intention. Concurrently, personalised landing pages should be implemented for high-intent users, incorporating structured product information, visualised traceability data, and urgency-inducing cues such as discounts or time-limited offers to expedite the decision cycle.

In addition, a triadic coordination mechanism linking "content–tools–pages" should be established to align short video content with backend conversion logic, enabling continuous monitoring of user behaviours across nodes and facilitating real-time path reconfiguration. To illustrate this point, it is possible to examine how tracking of drop-off points in videos, page exits, or link click interruptions enables brands to implement secondary content pushes or trigger personalised follow-up actions. The result of this is that leakage in the conversion process can be minimised. In conclusion, the integration of behavioural path modelling with adaptive technical orchestration enables brands to establish a user-centric, intelligently optimised conversion mechanism. This mechanism ensures seamless transitions from attention capture and interest maintenance to desire amplification and action initiation. Consequently, this creates a new paradigm for data-driven, precision short video marketing in the alcohol sector.

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APPENDIX A

Consumer Purchase Intention Survey for Alcohol Short Video Marketing

Dear Sir/Madam:

Hello! Thank you for participating in this survey. This survey aims to study the impact of alcohol-related short video marketing on consumer purchasing intentions. The questionnaire is anonymous and will take approximately 3-5 minutes to complete. All information will be used solely for academic research and will be strictly confidential. Please answer based on your genuine feelings.

Part One: Basic Information

1. Your gender:

☐ Male ☐ Female

2. Your age:

☐ 18-25 years old (Generation Z) ☐ 26-35 years old (New Middle Class)

☐ 36-45 years old (Mature Consumers) ☐ 46-60 years old ☐ 60 years old and above

3. Your education level:

☐ Vocational High School or High School ☐ Junior College ☐ Bachelor's Degree

☐ Master's Degree ☐ Doctoral Degree ☐ Other

4. Your occupation:

☐ Corporate Employee ☐ Civil Servant ☐ Self-employed ☐ Student

☐ Food Service Industry Worker ☐ Other

5. How much time do you spend watching short videos daily (such as Douyin, Kuaishou, Bilibili, etc.)?

☐ Less than 10 minutes ☐ 10-20 minutes ☐ 30-60 minutes ☐ More than 60 minutes

6. Your monthly income level (students should refer to their living expenses):

☐ Below 2000 yuan ☐ 2001-6000 yuan (Mass Consumption)

☐ 6001-10000 yuan (Mid-to-High End) ☐ Above 10000 yuan (Collectible Level)

7. Through which channels do you usually purchase alcoholic beverages:

☐ Direct Purchase from Short Videos ☐ E-commerce Platforms ☐ Physical Stores

☐ Hybrid Mode

8. Have you ever purchased alcohol products while watching short videos?

☐ Yes ☐ No (If you choose 'No', please submit the questionnaire directly)

9. How often do you buy alcohol through short videos:

☐ More than twice a week ☐ Once a week ☐ 1-2 times a month ☐ Occasionally

Part Two:

Please select based on your actual situation (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree):

Number	Question	Options
A1	The information about the ingredients and production process of alcoholic beverages presented in the short video is authentic and reliable.	1 2 3 4 5
A2	The description of the promotional event in the short video matches the actual purchasing experience.	1 2 3 4 5
A3	Short videos have enhanced my trust through genuine user reviews, such as tasting feedback.	1 2 3 4 5
B1	Short videos attract me with their vivid tasting scenes, such as opening the bottle and the wine-tasting process.	1 2 3 4 5
B2	Short videos enhance my viewing interest through creative formats such as brand stories and cultural backgrounds.	1 2 3 4 5

B3	The interactivity of short videos, such as user comments and bullet chat discussions, has increased my sense of participation.	1	2	3
		4	5	
C1	Limited-time discounts or free gifts would significantly catch my attention for wine-related short videos.	1	2	3
		4	5	
C2	The information about 'limited stock' or 'time-limited discounts' in short videos prompted me to place my order quickly.	1	2	3
		4	5	
C3	The 'buy one get one free' or bundled sales strategy in short videos increased my willingness to purchase.	1	2	3
		4	5	
D1	The fast delivery and intact packaging have influenced my willingness to repurchase.	1	2	3
		4	5	
D2	The after-sales service provided by the merchant, such as returns and exchanges, as well as compensation for damage, gives me peace of mind.	1	2	3
		4	5	
D3	The customer service's quick response to knowledge about alcoholic beverages, such as answering questions about brewing processes, increased my satisfaction.	1	2	3
		4	5	
E1	Recommendations from well-known streamers or brand endorsers have increased my trust in alcoholic products.	1	2	3
		4	5	
E2	The host's expert explanation of wine knowledge, such as brewing techniques and tasting skills, increased my desire to purchase.	1	2	3
		4	5	
E3	The host's personal image, such as their friendliness and professional appearance, influenced my purchasing decision.	1	2	3
		4	5	
F1	I find the quality of the alcoholic products recommended in short videos to be reliable.	1	2	3
		4	5	

F2	Purchasing wine products recommended by short videos is a wise decision.	1 4	2 5	3
F3	I trust the overall review mechanism of short video platforms for alcoholic products.	1 4	2 5	3
G1	The promotional information (e.g. price, gifts) in the short video enhances the sense of value of the alcohol product	1 4	2 5	3
G2	The short video highlights unique selling points of alcoholic products, such as their cultural significance and rarity.	1 4	2 5	3
G3	The short video content resonated with my emotions, evoking feelings of nostalgia and joy.	1 4	2 5	3
G4	Short videos have enhanced my connection with products through creative formats such as brand stories.	1 4	2 5	3
H1	I am willing to place orders directly while watching short videos to purchase alcoholic products.	1 4	2 5	3
H2	I am satisfied with the wine products recommended through short videos and will continue to purchase them.	1 4	2 5	3
H3	I am willing to recommend alcoholic products and content from short videos to my friends and family.	1 4	2 5	3
I1	I mainly purchase alcoholic products for social occasions such as parties, business events, and holidays.	1 4	2 5	3
I2	I primarily purchase alcoholic products for personal use, such as drinking and relaxing.	1 4	2 5	3
L1	While watching short videos about alcohol, I resonated with emotional factors such as nostalgia and a sense of belonging.	1 4	2 5	3
L2	While watching short videos about alcohol, I resonated with my exploratory interests, such as curiosity and new experiences.	1 4	2 5	3

Thank you for your participation!