

RESEARCH ON THE VALUE OF MOBILE SHORT-FORM VIDEO APPLICATIONS: A PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Abstract

Mobile short-form video is loved and favored by more and more people due to its short, concise, and interesting content, and social and interactive features, attracting people from all walks of life to enter the field of short video creation. Moreover, the short-video social platform has also attracted users of all ages, including a large number of young people with purchasing desire and ability. The scale of mobile short video users is gradually increasing, which provides a new space for enterprises to carry out marketing activities. Today, many companies still regard mobile short video as a tool for rapid information dissemination, ignoring the role of interactive short video in marketing, and not paying attention to the increasingly important role of consumers in the marketing process. Because of its astonishing speed of communication and marketing effects, merchants/enterprises are eager to try. This paper focuses on the opportunities and challenges that short video social media brings to marketing activities from the perspective of consumer psychology. It also puts forward some effective short video marketing strategies to achieve the desired marketing objectives, provides reference and suggestions for short video industry and creators to carry out short video marketing, and improves its marketing effect to create a win-win situation between consumers, enterprises, and short video creators.

Keywords: Short video marketing, Short Video (SV), Mobile short video (MSV), Consumer psychology

INTRODUCTION

With the update and development of mobile communication technology and the popularization of smart phones, the short-video (SV) industry has grown at an astonishing speed (Kaye, Zeng, & Wikstrom, 2022; Yang et al., 2020). Many platforms have obtained financing in the capital market and occupied a central place on the Internet platform. In the Internet era, the cost of obtaining information has become lower. Netizens are surrounded by an overwhelming amount of information, which makes people less focused on easily available information (Day, 2011; Chen, 2023). The main form of Mobile Short Video (MSV) is to present content in the form of rich and interesting videos in a short period of time accurate to seconds, which is in line with the fragmented time utilization habits of people in the Internet age.

As of December 2020, the number of online video users in China reached 927 million, an increase of 76.33 million over March 2020, accounting for 93.7% of the total Internet users (Zhao, H. (2022; Yan, Pan, & Yun, 2021). Among them, the number of SV users is 873 million, an increase of 100 million compared with March 2020, accounting for 88.3% of the total Internet users. The content quality of online video programs has improved rapidly, the business models of various platforms have gradually matured, and the long-term SV platform business

has shown a trend of integrated development (China Internet Network Information Centre, 2021).

The outbreak of the epidemic in 2020 has accelerated the growth of SV users. This epidemic is subtly changing the living habits of modern people (Ülkeryıldız, Vural, & Yıldız, 2020). Users who have purchased goods in e-commerce livestreaming have accounted for 66.2% of the overall e-commerce live broadcast users, and 17.8% of users' e-commerce live broadcast consumption accounted for more than 30% of their online shopping consumption. Under the current industry structure, the market is completely divided, and the clarion call for the stock market is about to sound. In the future, with the further integration of big data and intelligent algorithms, the capabilities of each platform in terms of recommendation algorithms will determine its ability to meet user needs, and will also determine its share in the SV market competition patterns (He, 2020).

Since the emergence of the SV social platform, it has increasingly become an indispensable part of people's daily life. Through sorting out the research on this social media, there have been a lot of research related to SV marketing, but there are few studies on SV marketing from the perspective of consumer psychology in the social media environment (Xiao, Li, & Zhang, 2023). On the other hand, in the rapidly changing social media environment, consumers' identities and psychology are also changing. Grasping consumers' psychology and adjusting SV marketing strategies to achieve marketing effects has become the focus of work for merchants/enterprises and video creators. Accordingly, this paper studies the effective marketing strategy of SV from the perspective of consumer psychology in the SV social media environment. More specifically, the main purpose of the study is to analyze the role consumers and creators play in the marketing process of short-form video content and propose marketing strategies that cater to consumers' psychology.

The remainder of the paper is structured as follows. In section 2, we briefly make the overview of short-form video. In section 3, we develop the strategic thinking to realize short-video marketing value. Section 4 presents the strategies for addressing the marketing challenges of MSV. Finally, section 5 gives a brief summary of the paper and concludes our study.

An Overview of Short-Form Video

SV is generally a video with a content of less than one minute, which conforms to the fragmented time usage habits of the public Internet and is widely accepted by the public (Chen, 2023). There are two forms of horizontal screen and vertical screen. Our earliest impression of online video is generally horizontal screen video because movies and TV are all horizontal screen, so that the initial online video is in horizontal screen mode. With the development of the mobile Internet era, people spend more and more time using mobile phones, and the vertical screen SV brings a better visual experience to mobile phone users.

SV is very convenient, and people can obtain it anytime and anywhere. The content is generally produced to cater to the target users, and then pushed to users who may be interested in this type of video. It is highly entertaining and social, and users will share the videos they are interested in with their friends for entertainment or sharing ideas; it has great communication

value, using creative editing techniques to make SV more brilliant, people are more willing to forward it, which can effectively expand its scope of communication. With the increasing maturity of the SV social platforms, creators of major social media platforms have formed a set of mature account operation experience to enhance interactivity and social viscosity (Luo, & Zeng, 2022). The biggest difference between SV and other video types is its social attribute, and it is this social attribute that brings opportunities and challenges to SV marketing.

SV Development

With the large-scale promotion and application of China Mobile 5G, mobile phone instant messaging features have been greatly improved, and broadband resources have been further optimized, providing a sound development foundation and market environment for SV development. At the same time, with the rapid increase in 4G mobile coverage, watching MSV caught the public eye and taking over the market quickly, becoming one of people's daily entertainment, and keeping the platform and volume growing (Ya, 2021). Because MSVs generally have low creative thresholds, they can cover all aspects of people's social life through continuous content innovation and diversification.

Initially, the platform focused on content marketing, gaining fans through sharing, and mobile SVs (MSVs) are emerging from the original content sharing to the purchase portal. In the Internet age, everyone is self-media, and anyone has the potential and ability to disseminate information, potentially disseminating valuable information through SV for traffic or benefit (Kanchan, & Gaidhane, 2023). After fierce competition in recent years, today's most popular SV Apps are Douyin and Kuaishou, and other Apps are constantly being optimized to catch up. The SV industry is expected to bid farewell to traffic dividends in 2 years, and competing for user usage time to strengthen content production capabilities will become the focus of platform planning. At the same time, the SV software with large base users will have a wide-ranging impact on the society, and SV marketing certainly exists and cannot be ignored among many marketing channels.

SV content can be divided into four types according to the production method: User Generated Content (UGC) or User-Created Content (UCC), Professionally Generated Content (PGC), Occupationally Generated Content (OGC), and Multi-Channel Network (MCN). Due to the impact of COVID-19, many Internet service providers are difficult to maintain, resulting in the gradual shrinking of PGC, OGC, and MCN, and the transition to the UGC content production model. A large number of UGC creators have also begun to return or join SV marketing team through livestream selling, video clips, etc. (Bi, 2021). Talents from all walks of life are shifting from consumers to creators of SV content, adding richer content and value orientation into the SV industry. The SV industry can still thrive when other industries are constrained by the COVID-19 pandemic.

With the development of new technologies, the SV platform and third-party data institutions will be able to provide additional dimensions of data information for self-media. Based on the number of fans, self-media commercial value evaluation criteria will also become more scientific, increasing the number of active fans and followers, fans' consumption ability, fans'

consumption desire, fans' consumption habits, broadcasting completion, actual marketing effect and other more dimensional indicators (Lu., & L, 2022). The development trend of self-media only focusing on the number of fans will be reversed, and the commercial value of existing users will be fully released (Kuang, 2020).

SV Chaos

Compared with text and pictures, videos often have more intuitive and direct appeal, which makes us have a high degree of trust in video information. In the new media environment, the dissemination of news information lacks the previous internal filtering process. So, the instantaneous nature of information release becomes the carrier of disinformation dissemination. Users can directly release information without being restricted by the platform, and everyone has the autonomy to disseminate information (Song, 2020 ; Zhou, 2021). It is difficult to distinguish true and false news on SV social media, let alone other information. Not to mention other information, it is not easy to discern, consumers must have a certain degree of judgment. There are many spoofs and vulgarities. Many creators hope to attract attention with outrageous and exaggerated video effects. The reason behind this is that the lower the technical threshold, the lower the transmission threshold; and the more unusual the content attracts the attention of the public, the more counterproductive it is. SV chaos also includes information leakage, wanton dissemination of personal privacy, widespread plagiarism, serious video homogeneity, deceiving consumers to buy products that do not match the price, data falsification, and deliberately misleading consumers, etc.

User Insights and Consumer Psychology

Most of SV users are young people in second- and third-tier cities. Users prefer funny humor, life skills, news, etc. In 2019, users have increased their preferences for food, sports and fitness, and pets, which shows that consumers are increasingly inclined to enjoy SV users' personal values (iiMedia, 2019). In the first half of 2019, SV users showed a higher preference for professionally produced content. The threshold for user-generated content creation is low, and works that are close to life can shorten the distance between users and creators, while the combination of professionally produced content with relatively high quality is more popular among users. This also reflects a trend: users are in a pursuit of more high-quality, more professional video content. In the first half of 2019, users' willingness to pay increased significantly from 31.3% to 54.8%, and more than half of users tend to pay for their favorite SV. Among them, the payment modes mainly include paid videos with e-commerce links, and self-purchase through SV recommendations. When browsing SV advertisements, people have a good impression of some of them, such as more funny and more and more playful, which means that the content of these advertisements is attractive or reliable, and users could notice it (Tang, 2019). With the rise of payment, the diversified needs of consumers are met, and SV marketing is more and more accepted by users.

The authors personally tried to make purchases on the SV platform, and believed that the most important influencing factor is the consumer's trust in the account. After observation, we believe that the consumers' trust is the key to the transformation of SV marketing. Therefore,

when operating SV accounts, we must pay attention to the credibility of the account. Taking as an example, the day of Double Eleven Shopping Carnival in 2020, certain brands temporarily changed their agreement not to conduct live-stream selling, causing fans to question the brand reputation and directly led to a sharp decline in the brand sales.

When operating SV accounts, we noticed that the operation of SV accounts requires insight into consumers, considering account operations from the perspective of consumers, impressing consumers in detail, and gaining their trust. Most of the accounts with millions of fans keep the same style and personality, attach importance to interacting with fans' likes and comments, and are committed to satisfying consumers' needs for knowledge, emotion, and entertainment. They actively explore consumer needs, bring unexpected satisfaction to consumers, and increase consumer stickiness.

SV Value

SV Marketing Value

Compared with traditional marketing, SV marketing has fast communication speed, more diversified media channels, distinctive video themes, high advertising exposure, accurate communication value and other characteristics, and is closely related to mass consumption culture, consumer psychology, and consumption concepts, etc. Enterprises have gradually realized that MSV contains huge potential value, and have combined marketing activities with SV to attract consumers (Liu, & Dong, 2022). SV is of great significance to the future development of advertising, and at the same time has a far-reaching impact on female consumer groups and the whole society (Zhang, 2021). At present, SV marketing has problems, such as uneven content quality, excessive content interest, which affects marketing, etc., and SV advertising needs to be continuously improved. In the new media social environment, consumers can actively choose the content they want to watch and share with each other, and hope that companies can also hear their voices and adopt their opinions. Therefore, when conducting SV marketing, merchants/enterprises should pay special attention to the social nature of the media, while increasing visibility and establishing brand image, developing markets, increasing transformation rates, and monetizing traffic. In addition, social features such as real-time comments on SV social media enable real-time communication with consumers, and SV with brand information can be continuously updated to win the trust of consumers and realize the value of public relations. Creators are content producers of social media and play an indispensable and critical role in SV marketing. High-quality SVs can bring a lot of fans to creators, business cooperation, and may also bring benefits due to the fans' purchase behavior. Therefore, long-term profitability requires SV creators to improve quality, value SV content innovation and correct value output, and pay more attention to understanding and grasping the consumption concepts and psychology of current consumers.

Exploring the Value of SV from Consumer Vision

Consumer Demand Value: During the epidemic, SV users grew rapidly again. Compared with the demand before the epidemic, consumers use social platforms more frequently, and consumers' digitalization in life and work become the norm (Samutachak et al., 2023). In the

field of work, the epidemic since 2020 has changed the living habits of many people. People pay more and more attention to family life. Teleworking has become an important way for employees to balance work and life, and it has also become an important development direction that companies need to consider in the future.

In terms of motivation for using SV, relaxation and leisure are the primary demands of users. Most users believe that it helps reduce stress and fill their free time, followed by access to information, knowledge, and social interactions. The essence of SV social networking is to communicate, gain emotions and connect with people; social networking is mainly based on shallow social modes such as forwarding, commenting, liking, and collecting (Tasselli, Neray, & Lomi, 2023).

SV social media break the boundaries of consumers' identity, status, and class in real life. Consumers can be viewers or communicators. Most people are keen to share what they recognize in terms of value and attitude, and to show their best side in public, including social media. Therefore, consumers use platforms to upload videos of their daily life to cyberspace in order to gain self-identity value, creating products to meet self-expression needs. These personal demands for self-focus contribute to a strong connection between content production and consumption (Joshani, & Soltani, 2023). For example, in addition to interacting with others and gaining attention, there is also a need for benefits. Overall, SV content producers focus on self and external connectivity in terms of motivations for participation, which provides a strong endogenous motivation for the popularization and in-depth socialization of content production (see **Figure 1**).



Figure 1: Types of Activities for Users using SV Platform

Data source: Yeshitech Network News. (2019)

Marketing Value: In terms of life, information acquisition and work, consumers have greatly increased their dependence on online media channels such as SV social media. For merchants, enterprises, and creators, achieving effective growth in these channels is both an opportunity and a challenge. In the market environment of the digital age, great changes have taken place in the media structure, information dissemination and reception methods, and consumer aggregation patterns (Yang, 2017). SV social media platforms are increasingly playing an important role in people's work and life. SVs and live broadcasts are very direct and effective means of providing consumers with more integrated consumer experiences of access to information, entertainment and purchase in a right time, right place.

It is an effective marketing method to guide consumers' purchase behavior and stimulate consumers' behavior through SV. SVs marketing includes substituted and experiential, as well as exquisite pictures, stunning text, highly creative short films, beautiful voice lines, etc. SV

can provide consumers with immersive shopping experiences based on the most realistic marketing scenarios, resulting in marketing scenarios value (Zong, 2019). The acceptance rate for SV ads is 50.9% in terms of willingness to accept, comparable to 53.6 per cent of TV advertisements, and 51.8 per cent of online video advertisements. However, there is a significant gap with TV and online video advertising in the transformation rates of consumption and purchase, which is 10.3% lower than TV advertising at 28.1% (Xia, 2020). The SV industry will continue to create new products, new businesses and new models, the application scenarios will be further expanded, the content ecology will be more diverse and orderly, and the SV commercialization will continue to accelerate (Ding, Zhang, & Luo, 2021). Content is the first element of SV advertising to impress users. Relying on the content to directly address users' needs and seek emotional resonance with users, so as to achieve consumption transformation.

SWOT Analysis of SV Marketing

Combined with the content of SV value above, its advantages (Strengths; S), disadvantages (Weaknesses; W), opportunities (Opportunities; O), threats (Threats; T) are arranged by SWOT matrix (see Table 1), and the analysis of matching results to provide theoretical basis for formulating strategies to achieve SV marketing value.

Table 2: SV SWOT Analysis and Strategy

Strengths (S)	Weaknesses (W)
Visualization, various forms, social entertainment features and huge daily flow. Viral transmission speed, low-cost precision marketing. Shorten the brand-consumer distance, and help build brand image.	Serious homogenization and rampant plagiarism. Restricted by digitalization; The length of the video makes it difficult to fully convey information; Limited by traffic and network timeliness. Uncontrollable marketing.

Table 3 SV SWOT Analysis and Strategy (Continue)

Opportunities (O)	S-O strategies	W-O strategies
Large user scale and high thickness. More video channels. The value is being continuously tapped. Personal value is magnified.	Brand and SV creators should pay attention to image building in social media, gain consumer trust and improve transformation. Everyone is a producer. Everyone can find value through social media and pay attention to the role of consumers in the SV marketing process.	When the presence of SV marketing is getting weaker and weaker due to large traffic and timeliness, SV marketing should pay attention to the combination of multiple marketing methods at each stage of the marketing process, and the flexibly use of SV forms to maximize the attention of consumers.
Threats (T)	S-T strategies	W-T strategies
Marketing should keep up with the trend and keep innovating. Negative emotions about SV marketing. Constantly updated values and attitudes influence the development of marketing forms.	The attitude of consumers and the social media environment are constantly improving and changing. Marketers should be keenly aware of the trend of environmental trends, track, and grasp consumer psychology, and carry out targeted and precise marketing trends.	When consumers increasingly reject homogeneous SV marketing methods and marketing content, we should actively seek innovation and creativity to regain consumers' trust.

Strengths (S)

The SV platform has great commercial value because of its visualization, wide variety of content. It has both social and entertainment features. Accurate marketing is achieved at low

cost. The platform's social features facilitate brand-consumer interactions, shorten brand-consumer distance, and help build brand image.

Weaknesses (W)

SV's homogenization is serious, and plagiarism is rampant, which will arouse consumers' resentment and is not conducive to SV marketing. Limited by digitalization, consumers cannot personally experience products or services, which makes consumers' expectations deviate from reality, causing negative emotions: SV is limited by the length of the video, it is difficult to convey information completely and effectively. Limited by SV daily traffic and network timeliness, it is difficult to attract consumers' continuous attention. The marketing effect is uncontrollable, and the direction of network communication is uncontrollable. In addition to the planned marketing promotion by marketers, spontaneous communication among consumers has greatly increased the uncontrollability of SV marketing.

Opportunities (O)

SV users have a large scale and high user stickiness, and there will be no major changes in the short term: as people from all walks of life join the SV industry, there are more channels and higher user stickiness. The development of mobile network technology is promoting the SV expansion, and its value is being continuously tapped; personal value is magnified in the SV social media environment.

Threats (T)

Today's social media environment requires SV marketing to keep up with the trend and innovate continuously. Excessive marketing content will make consumers repulsive to marketing; consumers' constantly updated values and attitudes influence the development of SV marketing forms.

Strategic Thinking to Realize Sv Marketing Value

Formal Dimension

Propagation by Fragmentation

A complete SV is presented in a fragmented form through multi-cutting and decentralized communication according to its content to capture consumers' attention at the fastest speed. Some SV fragments may also bring a certain impact to consumers, so that Consumers have the urge to continue to learn more. The development of technology has changed the way the audience receives and disseminates information. The fast-paced life makes people's time continuously subdivided, making it impossible to form a lasting attention. In the network environment, a network media ecology dominated by fragmentation has formed. SV meets the audience's fragmented content consumption needs. By consuming fragmented information, it can fully meet their social and entertainment needs (Wang, & Wang, 2022). Taking the fragmented dissemination of film and television clips as an example, extracting the essence or dramatic fragments for dissemination can effectively make consumers curious about the

complete video, thus spontaneously watching the original video on major film and television platforms.

Cross-Platform Integration, Multi-Platform Joint Marketing

Each platform's vertical content and Key Opinion Leader (KOL) development ecology are very different, so the marketing methods applicable to each platform are very different, and a single marketing strategy cannot meet the maximum marketing value. For example, the general marketing path of beauty products: triggering, detonation, continuous influence, harvest transformation, experience sharing. Among them, SV platforms, such as Xiaohongshu, Douyin, and Kuaishou can produce good results in the triggering and detonating stages, while the platform characteristics of Bilibili will produce better results in the continuous impact stage.

E-Commerce and Brand Official Accounts

Usually, consumers believe that official news is more credible. Otherwise, it is difficult for consumers to know more information about brand officials. The rise of SV social media has shortened the distance between consumers and brand officials. The brand's official daily content can deepen consumers' understanding, increase consumer acceptance, reduce publicity costs, and use the regular functions of SV social media for relationship marketing. Therefore, it is necessary for the brand's official account to enter the SV platform and use it to promote marketing.

National Creation Is the Greatest Productivity

In the SV social media environment, consumers are willing to show themselves, and they are no longer their previous followers' information. Social media SV marketing is increasingly focusing on user participation, encouraging consumers to become information producers. For example, theme activities ignite hot topics, which can reach tens of millions or even hundreds of millions of readings after the fermentation of each circle, providing a channel for interactive communication between brands and consumers. Consumers can not only imitate SV, but also recreate it according to its content, which is recognized by others to meet their entertainment and social needs while further expanding the scope of communication.

Combinations of Multiple Marketing Methods

There are a variety of marketing methods, including SV+ live broadcast, SV+ e-commerce, KOL influences marketing, recommendation and evaluation, network marketing, relationship marketing, hunger marketing, etc. Brands can flexibly combine various marketing methods to maximize the transformation rate when conducting marketing activities. In the context of SV social media environment, brands are paying more and more attention to relationship marketing with consumer (Brambilla, Badrizadeh, Malek Mohammadi, & Javadian Sabet, 2023). This can be seen from the brand's official presence on the platform and the brand manager or spokesperson through the SV platform to publish content or live broadcast to narrow the relationship with consumers. Live broadcast, e-commerce links, recommendations, and evaluations all greatly facilitate consumers to better understand products and purchase them more conveniently, and help merchants promote products. Many people on the platform with

similar interests and hobbies in life stages have formed community groups and circles of influence to form exclusive community, which can be used for marketing.

SV Content Dimension

Content Based on Consumer Demand

After several years of development, SV is not just entertainment for consumers, but has begun to integrate into life and even change business models. Consumers' demand for SV has gradually risen from the initial fresh sensory experience to the value level of information acquisition, emotional connection, circle influence and social identity (Kacane, & Hernández-Serrano, 2023). Therefore, when planning SV content, we should pay more attention to the diversified needs of consumers. SVs that are close to life and highly imitative are conducive to generating interactions and topics among consumers, and have a huge social influence. People's pursuit of new things and novel experiences have never stopped, and many interesting and stemming SVs meet the needs of consumers for curiosity and self-expression have attracted widespread attention. SV serves as a window for consumers to obtain information, SV meets consumers' rapid acquisition of required information, among which, product reviews and knowledge videos greatly save consumers' time and effort in understanding products or certain knowledge (Xiao, Li., & Zhang, 2023). It is not only a tool for recording life, but also a platform for people to express their emotions, share their opinions and find resonance. Consumers have the need to find inner comfort and warmth. Focusing on digging and grasping consumer needs in content planning will help attract consumers' attention, impress consumers, and enhance consumers' stickiness.

Content Layout

SV has wide adaptability, and almost all kinds of product content in the e-commerce field can be displayed through SV. If the time is too long, it will affect the completion rate, and if the time is too short, it will affect the viewing experience of consumers. A 15-second SV can focus on expression, and a long video can carry and display more content, such as explaining the specific details of the product. It can achieve the effect that 1+1 is greater than 2. Aiming at consumers' fragmented browsing habits, interesting and reversed content will be quickly spread and shared. Therefore, the content layout of SV seeks to bring impact to consumers and make them resonate and desire to learn more. The most impactful part is placed at the beginning, attracting consumers to have a deeper understanding. Although consumers' acceptance of paying for knowledge has increased, too many advertisements still easily cause consumers to have negative emotions. Creative information can attract more attention and trigger consumers' positive attitudes towards services or products (Pan, 2019). Creative advertising methods are more acceptable to consumers. The types of advertisements, the proportion of original content and advertisements, and the amount of information all need to be considered in the content layout. It caters to the high-frequency usage scenarios of users, and combine marketing information presentation and user consumption, realizes transformation in habit cultivation. There are various ways to display content, and the content should always be kept vertical, integrating the brand into the content, and actively communicating with consumers while subtly

and naturally conveying marketing content to achieve marketing goals.

Improve SV Quality

In the Internet age, new media forms are emerging one after another, consumers' time is fragmented, attention has become a scarce resource, high-quality content and high-quality SV can attract consumers' interest and attention, and trigger consumers' active communication (Abbas et al., 2022). Nowadays, a large number of new UGC videos are produced on major platforms every day, and the quality is uneven. Consumers have more choices and higher requirements for SV viewing experience. Therefore, it is imperative to improve the quality to cater to consumers' preferences. Shooting quality optimization, high-quality and scene-based content, good use of data analysis, keeping up with current fashion trends, mastering the functions and special effects of editing software, creative editing of content, reducing consumers' aesthetic fatigue, planning and organization of professional teams to make content match the marketing purpose, giving consumers a fresh experience that quickly attracts consumers' attention.

Marketing Strategy for SV Creators

As more and more people invest in the creation of SV, many consumers have another identity as content producers. Creation can meet consumers' needs to express themselves, gain recognition from others, and socialize. More consumers hope that they can take advantage of SV to generate certain income through content creation (Yemenici, 2022). iiMedia Consulting analysts believe that UGC has a low threshold for creation and its content is close to life, which can shorten the distance between consumers and creators, while PGC is of relatively high quality, and the combination of the two is more popular among users. Now SV platform users are in the stage of pursuing higher quality and more professional video content, and the continuous output of high-quality content will be the key to the continuous improvement of the future user content payment model (Zhang., & Luo, 2019).

The entertainment and topical nature of SV have laid the foundation for content marketing, turning marketing into content, and content is marketing (Zhong, 2020). Account positioning based on consumer needs and interests combined with its own advantages, using unlimited theme and innovative thinking to achieve continuous creation. Sincerity is the main factor to gain consumer trust; understanding the platform's recommendation mechanism, generating popularity, and original videos are easier to be suggested. Transformation realization is the ultimate goal of SV marketing, including commodity sharing, micro-marketing, and advertising and various marketing methods can be flexibly used to improve the transformation rate. Creators must meet the value needs of consumers, improve core competitiveness, reduce imitation and plagiarism, keep up with hot trends, and increase exposure in order to attract fans. Focus on building a personal brand, carry out multi-platform joint communication, enhance work efficiency, improve liquidity, and pay more attention to social reputation and public image (Bao, 2020). Influencer marketing has become an important marketing communication tool that provides access to a large number of potential buyers in a short period of time at a lower cost than traditional advertising (Weismueller et al., 2020). In a rapidly changing SV

social media environment, no one knows what's best for marketing. It has become a new normal for consumers to use online media for various reasons in their daily life. Marketers are also adapting to this change and making necessary changes in advertising and communication strategies (Jain et al. 2018). Different SV types have different commercial values. Through the personal experience of this SV account, the authors observed and found out that for most creators, the easiest type of account to operate and the most conducive to realization is the SV sharing and recommendation. The account of sharing and recommendation type covers a wide area and is highly selective, so creators can choose based on their own advantages. From the perspective of marketing realization, there is a chance to realize whether it is an account with 10,000 or 1 million fans.

Strategies for Addressing the Marketing Challenges of Mobile Sv (Msv)

MSV Content

Vulgar content, insufficient innovation, high degree of homogeneity, and prevalence of plagiarism are the most prominent problems of SV. In today's fast-paced life, SVs that fail to attract consumers' attention are quickly forgotten; as competition intensifies across platforms, homogeneity is also increasing. The more obvious it is, the harder to attract consumers' attention (Zhang, 2020). Excessive homogeneity will lead to negative attitudes of consumers. Vulgar, low-innovation, and plagiarized videos may bring temporary benefits, but in the end, it will greatly discount consumers' impressions of them, which is not conducive to follow-up marketing. It is important to pay attention to creativity and innovation in content and form, focus on grasping consumers' psychology and adjust content in a timely manner, increase imitation costs and reduce the possibility of plagiarism, keep up with hot trends, and continuously improve video quality to improve consumers' viewing experiences.

SV Platform Limitations

Most platforms guarantee precise content marketing. The platform will extract similar SVs based on the users' historical likes or concerns. However, in the long run, consumers will experience aesthetic fatigue and reduce interest. Therefore, when conducting SV marketing, we should take into account the current psychological state of consumers towards a certain hot spot, and give full play to creativity to bring consumers unexpected new ideas, so as to gain consumers' attention and favor. With the diversification of marketing, more and more advertisers are entering the platform. The SV platform generates greater commercial value while also causing consumers' resentment because of too many advertisements, grasping the frequency and proportion of advertisements, and minimizing the negative feelings caused by advertisements.

Other Challenges

The content of the video should be short and focused, and it should comply with the rules of the SV platform and make corresponding adjustments, such as getting familiar with the recommendation mechanism of the platform and getting as many recommendations as possible. Since SV marketing has not been developed for a long time, there are still many problems, such

as lack of creativity and technology, insufficient content review and resource integration, immature cooperative profit model, etc. To maximize the effect of SV marketing, it is necessary to accurately target consumer demand (Wang, 2022), grasp emotion marketing, relationship marketing, hunger marketing, etc. It will be essential to keep innovating, paying attention to the ingenious combination of content and form, the efficient integration of resources and channels, and the organic combination of online and offline.

Comprehensive monitoring, focusing on crisis considerations to ensure that brand equity is not weakened by some unexpected factors. The high interaction of marketing communication in the Internet era is very uncontrollable. When negative trends appear, if they are not handled properly, the amazing speed of communication of SV will damage its reputation, decline in word-of-mouth, and in brand loyalty. For example, publicity is the most commonly used method for SV marketing to obtain high reading volume. The development direction of public opinion is unstable, so publicity also has certain risks, and comprehensive corresponding strategies are required.

At the government level, the SV social media platform is a healthy, free, and equal entertainment platform. Supervision of SV content should be strengthened to ensure positive advertising content and create a healthy Internet environment, so that manufacturers can use SV effective marketing on social platforms (Zhou, 2019). In addition to the supervision of government departments, the supervision of consumers should not be underestimated. SV marketing is aimed at all consumers. The attitude of consumers has a great impact on the SV marketing environment. We must firmly resist and report bad accounts. A good creative atmosphere can promote the creation of excellent original videos, and consumers can also see more and better original works.

CONCLUSION

Through the research on the development status and trend of SV, this work examines the marketing value of SV. Using the four steps of SWOT analysis, this present research summarizes and proposes countermeasures to provide reference for the application of SV marketing strategy. The study analyzes SV content, form, and marketing strategies of creators from the perspective of consumers, and provides reasonable suggestions and countermeasures for SV marketing personnel. In addition to the convenient information acquisition channels that SV brings to consumers, there are also certain risks (Cheng et al., 2022; Ratnapuri et al., 2023). Social media information is uneven with a wide range of audiences reaching almost all age groups. While there is a wave of SV craze among young people, there are also people taking advantage of its spread to organize scams (Kagan, Alpert, & Fire, 2023; Wadhwa et al., 2023). Nowadays, the choice of consumers has greatly increased. Creators should pay attention to maintaining fans and be responsible for them. Sincerity is an important factor to impress consumers (Maguni et al., 2023). SV marketing is currently a relatively effective marketing method. It is very necessary for enterprises to understand the SV development and seize the right opportunity to expand their popularity (Xu, 2023; Li, & Xiao, 2023). It is also a brand-

new opportunity. We hope that the SV market will play its best role under the conscious maintenance of all parties.

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