

The impact of short-video KOL marketing approaches on consumer purchasing behaviour: a case study based on Shakeology

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ABSTRACT

In this article, the impact of short video KOL marketing approach on consumer buying behaviour is mainly discussed: a case study based on Shakeyin. With the development of short videos, people's lives are filled with short videos everywhere, on the bus, on the underground, etc., which are subconsciously influencing consumers' purchasing behaviour. This study uses qualitative research: the acquisition of secondary data based on Shakeology's corporate annual reports, internal corporate documents, media publicity, etc.; data analysis based on the third-order coding method, and finally draw conclusions.

KEYWORDS

Short Video KOL; Marketing Approach; Consumer Buying Behaviour

1 Introduction

1.1 Significance of the subject

People can't avoid contact with short videos in their lives, take Jitterbug as an example, and short video KOL is the factor that has the most contact with people as well as the most influence. KOL is generally referred to as Key Opinion Leader. Key Opinion Leader (KOL) is a marketing concept. From the perspective of the development of the whole Internet application, the users of short video application make the subject of meaningful use of time and instant messaging APP is highly close to the third largest mobile Internet application. In the market economy, consumers also dominate and account for a large proportion, and consumer purchases can largely affect the economy, with the rise of short video KOL, which has become a major factor affecting consumer purchases; at the same time, consumers' lives are also affected by short video KOL. There are more and more researches about marketing methods on consumer buying behaviour, and most of the current studies focus on agricultural products, webcasting, microblogging and so on. Peng Xiaodan of Yantai University conducted a study on the factors influencing the consumer purchasing behaviour of the regional brand of agricultural products "Mengyin Peach" in 2023. Through questionnaire surveys, reliability and validity analyses, descriptive statistical analyses, crosstabulation (chi-square test), binary logistic regression analyses, the study concluded that the regional brand of agricultural products There are five major factors influencing the purchasing behaviour of consumers of "Mengyin Peach". Cai Ning of Capital University of Economics and Business conducted a study on the influence of webcast marketing on consumer purchasing behaviour in 2021, and found that webcast marketing affects consumer purchasing behaviour in four aspects, namely, contextual factors, marketing stimulus, interaction, and personal fitness. Yi Qianxi and Zhang Rubidium francium, School of Computer and Software, Jincheng College of Sichuan University, analyse the impact of microblog marketing on consumer purchasing behaviour, and find that in the environment of the development of the Internet, the microblog marketing approach quickly opens up the market, so that the enterprise is able to occupy the market share. In addition, it also strengthens consumers' purchasing behaviour of various products of this enterprise. However, there is a lack of research in short video KOL marketing, this paper addresses this lack, the impact of short video KOL marketing on consumer purchasing behaviour: a case study based on Jitterbug, to make up for the shortcomings of the existing research, which can effectively guide enterprises to carry out practical activities. In summary, this study has important theoretical significance and practical significance.

1.2 Overview of the current state of domestic and international research

1.2.1 Marketing approach

The concept of marketing approach was developed by Philip Kotler. Marketing is a process of creating and exchanging value to meet consumer needs and achieve business objectives. The core concepts of marketing include market, consumer, product, price, promotion and channel, which interact with each other and together constitute the core elements of marketing. With the development of the times, the concept of marketing is also changing, from product-orientation, sales-orientation to market-orientation, and then to today's concept of customer-orientation and social marketing.

Zeng Guoping and Xie Qinghong of Chongqing University's Trade Law School conducted a comparative study of

marketing methods in different economic environments in 2003, analysing three aspects: "production based on sales in a planned economy, "production based on sales in a market economy", and "production based on demand" in the context of global economic integration.

Wan Bonan, from Zhejiang Finance Vocational College's School of Business Administration, investigated marketing strategies of brick-and-mortar retail enterprises in the new media era in 2024, finding that offline shops have expanded these enterprises' range of choices.

Wang Xuechen of Dalian Ocean University studied soft jujube kiwifruit marketing in Huanren County under rural revitalisation in 2024. Through data analysis, survey design, reliability and validity analysis, linear regression, and SWOT analysis, the conclusion is that the industry has shown good development momentum.

Xiao Zhimei, Zhengzhou Commercial Technician College, discussed optimisation strategies for live marketing in the digital economy context in 2024. The development of big data, new media, and mobile communication technologies significantly changed the emerging industry's environment, with live streaming as a main marketing method.

Yueqing Yandangshan Tourism School's Chen Xunmin studied e-commerce's impact on future marketing approaches in 2024, concluding that e-commerce, an emerging post-reform phenomenon, has rapidly become a mainstay of China's economic development. Utilizing e-commerce trends and linking it with various industries is changing the future of marketing.

The research theme's development can be divided into four genres, with the first being marketing approaches under new media. Future needs include building appropriate new media marketing approaches, strengthening offline shop design and image promotion, enhancing consumer experience, building digital shops in the mobile Internet context, and strengthening physical marketing shop sales team training. (Wan Bo Nan, 2024)

The second one is the marketing approach in the context of rural revitalisation, of which the shortcomings are: there are some limitations in the number of survey samples, the survey method and the statistical method of the study, which will have a certain impact on the results of the study. In the future, the scope of the survey should be expanded and the quality of the sample should be improved; the data analysis should be strengthened to be more comprehensive and in-depth. The third is the marketing approach in the context of the digital economy, and the fourth is the marketing approach under e-commerce. The above two genres should always focus on the change of data, and the research is very broad.

1.2.2 consumer buying behaviour

The concept of consumer buying behaviour was developed by Philip Kotler. This concept covers the process activities that people intervene in the search, selection, purchase, use, evaluation and disposal of products or services to satisfy their needs and desires, including Consumers' subjective psychological activities and objective material activities in two aspects. Consumer purchasing behaviour involves not only the physical transfer of products, but also the flow of funds from producers to consumers, as well as the circulation of enterprise funds turnover through the consumers paid consumption. In addition, consumers enjoy a series of rights in the purchasing process, such as the right to choose goods or services on their own, the right to fair trade, the right to compensation and so on. These rights are protected by the Law of the People's Republic of China on the Protection of Consumer Rights and Interests. Wang Xixi of Zhejiang University conducted a study on the influencing factors of consumers' online shopping behaviour in 2002. Through qualitative analysis and model building, empirical analysis and research, this paper concludes that the characteristics of consumers' behaviour in the online shopping environment are obvious in the following aspects: 1. Demographic factors influence online experience levels, with male, younger, higher-income, and higher-educated consumers likely to have higher levels. 2. Higher online experience levels increase the likelihood of online shopping participation. 3. Convenience of online shopping is not fully reflected, and over-emphasis may hinder participation of convenience-oriented consumers. 4. Social experience consumers with online shopping experience are more likely to participate. 5. Information communication consumers are more likely to participate. 6. Higher importance on online safety decreases likelihood of participation. 7. Higher importance on personal privacy decreases likelihood of participation. 8. Perceived overall advantage of online retailers increases likelihood of participation. (Wang, Xixi, 2002)

Cheng Bin (2012) of Shandong University found that consumer purchasing behaviour is affected by individual factors, microblog marketing approach, opinion leaders' recommendations, information quality, friends and family participation, and information readability.

Zhang Wei (2013) from Donghua University studied the influence of microblog marketing on consumers' purchasing behaviour. Through correlation and regression analyses, he found that the direct correlation between microblog marketing methods and consumers' purchasing decisions was not significant. All three types of microblog marketing impact consumers' purchasing decisions, with event marketing having the most significant impact. Wang Tong of North China Electric Power University conducted a study in 2023 on factors influencing consumer purchasing behaviour in live

streaming. Through research hypotheses, model construction and questionnaire survey, the study concluded that price preference can partially and directly promote consumer purchasing behaviour. Consumer purchasing is largely affected by anchors' personal charisma. Instant interaction directly affects consumer purchasing and through the mediating variable perceived purchasing behaviour. Convenience and entertainment attributes do not directly influence consumers' purchasing behaviour, but promote it through perceived trust and perceived value as intermediary variables. Consumers' perceived trust and perceived value positively and significantly influence their purchasing behaviour.

The above research themes can so far be divided into two schools of thought. The first is a qualitative analysis, with the shortcomings of being highly subjective and lacking quantitatively precise descriptions, which should be followed up with more comprehensive additions to the data. The second is an empirical analysis, with the shortcoming that there may be errors in the collection and processing of data, and subsequent application needs to pay attention to its potential limitations and possible errors.

2 The influence of short video KOL marketing approach characteristics on consumer buying behaviour

KOL stands for "Key Opinion Leader", which directly translates to "Key Opinion Leader". This term is widely used in marketing, media, branding and other fields, referring to people who have more and more accurate product information in a specific industry or field, are widely accepted and trusted by the relevant groups, and have a significant impact on the purchasing behaviours or perceptions of these groups. KOL is an important concept in marketing, and is usually an authority or expert in a certain field who plays a key role in the information dissemination process by virtue of their own popularity, professionalism and influence. KOLs cover a wide range of industries and fields, from experts and scholars in traditional industries to net celebrities and bloggers in emerging fields, e.g. film stars, sportsmen, anime characters, game anchors, food bloggers, travellers, etc. This article takes ShakeMechanics as a case study. In this paper, the Jieyin platform is selected as a case study. In September 2016, Jieyin (formerly known as A.me) was officially launched, initially focusing on the main function of users to make, share and watch 15-second short videos. Subsequently, in December of the same year, it was officially renamed as Jieyin Short Video ("Jieyin" for short). According to some data, as of around January 2024, the number of daily active users of Jieyin has exceeded 900 million. This figure demonstrates ShakeYin's extensive global reach and user base. Judging from the growth trend in the past few years, the number of users of Jitterbit has been growing rapidly. For example, the number of daily active users of ShakeYin surpassed 800 million in January 2023, and its user base made a leap from tens of millions to hundreds of millions in the years before that. The Jitterbug platform has experienced rapid and steady growth from its nascent stage to its current e-commerce expansion. By constantly innovating and improving its features, as well as actively expanding into international markets, Jitterbit has become a highly regarded short-video social platform worldwide. The nature of KOLs can have a direct effect on users through the Jitterbit platform and have a huge impact, and we analyse the characteristics of KOLs by analysing the characteristics of KOLs in the following section:

2.1 KOL Product Involvement in Jitterbug Live Streaming

KOL product involvement refers to the degree of KOL's understanding, interest, attention and commitment to the promoted product in the live broadcast. KOLs with high involvement will have a deeper understanding of the product features, advantages and methods of use, so as to display the product more vividly and realistically in the live broadcast. Highly involved KOL promotion can enhance consumers' trust and willingness to buy the product. Because KOL's in-depth understanding and real experience can convey more real and credible product information to consumers, reducing the risk of consumer purchase. In Jittery live broadcast, some KOLs with high involvement have successfully attracted the attention and purchase of a large number of fans through in-depth understanding of the product, sharing the real experience of using the product, and displaying the advantages of the product. For example, beauty KOLs introduce the ingredients, efficacy, and usage of cosmetics in detail in the live broadcast, while sharing their own usage experience and tips, thus enhancing fans' trust in the products and their willingness to buy.

2.2 Professionalism of KOLs in Jitterbug Live Streaming

The professionalism of KOLs (Key Opinion Leaders) in Jitterbug Live is a core element, which not only concerns KOLs' own image and credibility, but also directly affects the effectiveness of brand promotion and consumers' purchasing decisions. KOLs' professionalism is mainly reflected in their in-depth understanding of the promoted field, the degree of professional knowledge and the ability to provide consumers with professional, accurate and valuable information and advice.

Professional KOLs can earn the trust and respect of consumers and increase their trust in the product or brand.

KOL's professional recommendation can stimulate consumers' desire to buy and increase the purchase conversion rate.

KOL's professional image can help to shape and enhance the brand image and strengthen the brand's market competitiveness.

2.3 Interactivity of Jitterbug Live Streaming

Interactivity is a core element in Jitterbug KOL live broadcasts. KOL interacts with consumers in real time through live broadcasts, answering their questions and solving their concerns, and this interaction enhances the consumers' sense of participation and sense of belonging. Consumers are no longer passive receivers of information but become active participants in the process of watching live broadcasts, and this sense of participation can stimulate consumers' desire to buy. Interactivity also helps to build a relationship of trust between consumers and KOLs. In the live broadcast, KOL delivers real and credible information to consumers by showing the real use effect of the product and sharing personal experience. At the same time, consumers can interact with KOLs by leaving messages, asking questions and other ways to get personalised answers and suggestions, and this interaction can enhance consumers' trust in KOLs and the products they recommend. The interactivity in Shakeology KOL live broadcasts also simplifies the purchase process. During the live broadcast, KOLs usually provide purchase links or QR codes, and consumers can make purchases directly by clicking on the link or scanning the QR code, without having to jump to other platforms or conduct complicated searches and comparisons. This convenient way of purchasing further stimulates consumers' buying behaviour. In addition, interactivity can also stimulate consumers' impulsive buying behaviour. In the real-time interactive environment of live broadcasting, consumers are easily influenced by the words and emotions of KOLs and the purchasing behaviour of other viewers, generating an immediate impulse to buy. This impulsive buying behaviour is especially common in Jitterbug KOL live broadcasts and is an important aspect of the influence of interactivity on consumer buying behaviour. Taking beauty KOLs as an example, they usually show the effect of using cosmetics, share make-up tips and insights, and interact with consumers in real time during live broadcasts. This interaction not only enhances consumers' sense of participation and trust, but also stimulates their desire to buy. Many consumers, after watching the live broadcast, will have purchasing behaviour because they are attracted by the KOL's recommendations and demonstrations.

2.4 Visibility of KOLs on the Jitterbug platform

Famous KOLs have a large fan base and a wide range of followers on the Jieyin platform. When these KOLs recommend or showcase a product or brand, they can quickly increase the exposure of that product or brand. When consumers watch the KOL's content, they can easily notice the recommended product, thus increasing their awareness and interest in that product.

Well-known KOLs have usually built up a high level of trust in the hearts of their fans after a long period of accumulation and precipitation. When a KOL recommends a certain product, consumers tend to develop a willingness to buy the product based on their recognition of this trust. This trust transfer mechanism is particularly evident on the ShakeYin platform, as consumers are more inclined to trust the recommendations of KOLs they are familiar with and recognise. The demonstration effect of well-known KOLs is very significant on the ShakeYin platform. When KOLs show the effect of using a certain product or the way to match it, consumers are easily inspired and influenced, thus generating the desire to buy. In addition, following the trend to buy is also a common behaviour of consumers on the Jieyin platform. When seeing a large number of fans or netizens are buying and using a certain product, consumers can easily develop a herd mentality and follow the trend to make purchases. Recommendations from famous KOLs can often speed up the purchase decision process of consumers. When faced with many choices, consumers may quickly target products because of KOL's recommendation, reducing decision-making time and cost. At the same time, KOL's professional knowledge and usage experience can also provide consumers with valuable reference information to help them make more informed purchase decisions. Taking well-known KOLs in the beauty category as an example, they post cosmetic reviews, usage tutorials and experience sharing on the Jieyin platform, attracting the attention and purchase of a large number of fans. By demonstrating their professionalism and beauty image, these KOLs inspire consumers' desire to buy. At the same time, their recommendations and demonstrations also guide consumers' purchasing trends, making certain cosmetic products become popular pop-ups.

3 Analysis of the reasons for the influence of KOL recommended information characteristics on consumer purchasing behaviour

3.1 Authenticity and professionalism of information content

KOLs share product information and feelings through personal experience and real use, and this authenticity can eliminate consumers' doubts and build trust. When the information provided by KOLs matches with consumers' actual

experience, it will enhance consumers' confidence in the products and thus increase their purchase intention. KOLs usually have in-depth understanding and rich knowledge of a certain field or product, and they are able to provide professional and accurate product information and purchase suggestions. This professionalism makes KOL's recommendations more persuasive and can guide consumers to make informed purchasing decisions.

3.2 Emotional resonance and personalisation of messages

KOLs are able to trigger emotional resonance in consumers by sharing stories, emotions and experiences related to the product. This emotional connection strengthens consumers' emotional identification with the product, which in turn stimulates the desire to buy. KOLs are able to provide personalised recommendations and purchase suggestions based on consumers' needs and interests. This personalised service makes consumers feel valued and cared about, thus increasing their willingness to buy.

3.3 Interactivity and socialisation of information

KOLs interact with consumers in real time through live streaming, comments, and private messages to answer questions and provide personalised buying advice. This interactivity enhances consumers' sense of engagement and belonging and increases purchase intent. KOLs post recommendations on social media, and consumers can participate in interactions through sharing, liking, commenting, etc., forming social influence. This social nature can expand the exposure of the product and attract more potential consumers, which in turn increases the willingness to buy.

3.4 Visualisation and intuition of information

KOL displays product information and usage effects through multimedia forms such as videos and pictures, enabling consumers to visually understand the appearance, functions, performance and other aspects of the product. This visual display can enhance consumers' knowledge and understanding of the product, reduce the risk of purchase, and increase the willingness to buy.

3.5 KOL credibility and image

KOL's credibility and image have an important impact on consumers' purchase intention. When KOLs establish a good reputation and image in consumers' mind, their recommendation information is more likely to be accepted and trusted by consumers. This trust can be transformed into purchase motivation and push consumers to make purchase decisions.

4 The influence of KOL recommended information characteristics on consumer purchasing behaviour suggestions

4.1 Optimise KOL recommendation information characteristics

Enhance the authenticity and professionalism of information: Ensure that the product information shared by KOLs is based on real experiences and avoid exaggerations or false propaganda. Enhance the professionalism of KOLs to ensure that they are able to provide accurate and valuable product information and purchase recommendations. Stimulate emotional resonance and personalised recommendations: Encourage KOLs to share personal stories and emotional experiences related to products to enhance consumers' emotional identification. Use big data and artificial intelligence technology to provide consumers with personalised recommendations and purchase suggestions. Enhance the interactivity and sociality of information: Increase interactive sessions such as live streaming, commenting and private messaging to enhance consumers' sense of participation and belonging. Utilise the social function of Jittery Voice to encourage consumers to share, like and comment on KOL's recommended information to form social influence. Strengthen the visualisation and intuitiveness of information: use high-quality videos, pictures and other multimedia forms to display product information and usage effects. Focus on product detail display and function demonstration, so that consumers can intuitively understand the features and advantages of the product.

4.2 Enhance the credibility and image of KOLs

According to the brand positioning and audience characteristics, select KOLs that match the brand image and have influence to cooperate.

Evaluate the quality and activity of KOL's followers to ensure that the recommended information reaches the target consumers. Provide professional training for KOLs to improve their professionalism and expression skills. Establish an

effective management mechanism to ensure that KOL's behaviour complies with brand requirements and laws and regulations.

4.3 Make full use of Shakeology platform features

Analyse data such as consumers' browsing history and liking behaviour, and use Jitterbug's algorithmic system to make accurate recommendations. Adjust KOL's recommended content and strategy according to the recommendation results to improve the marketing effect. Pay attention to the popular activities and topics on the ShakeEn platform, and carry out marketing promotion in conjunction with the activities. Utilise promotional tools such as coupons and limited-time discounts on Shakeology to stimulate consumers' desire to buy. Establish a long-term relationship between the brand and consumers, establish emotional connection with consumers through KOLs, and increase consumers' brand loyalty and sense of belonging. Regularly publish valuable content, maintain interaction and communication with consumers, and form a stable fan base.

4.4 Monitoring and evaluating marketing effectiveness

Set clear marketing objectives and KPIs (Key Performance Indicators) before starting a marketing campaign.

Develop specific marketing strategies and plans based on the objectives. Also use the data analysis tools provided by the Jitterbug platform to monitor changes in marketing data in real time. Analyse the reasons and trends behind the data and make timely adjustments to the marketing strategies and plans. At the end of the marketing campaign, conduct a comprehensive evaluation of the marketing effect. To optimise future marketing strategies and plans based on lessons learnt from the evaluation results.

5 Conclusion

KOLs play an increasingly important role in modern marketing. They are not only a powerful tool for brand promotion, but also an important channel for consumers to obtain information and make decisions. Through cooperation with KOLs, enterprises can better reach their target audience and improve brand awareness and reputation. At the same time, it is more important to make reasonable use of the Jitterbug platform for promotion, etc., make full use of the characteristics of the Jitterbug platform for marketing means, for the Jitterbug platform for the analysis of the consumer's publication, views and consumer purchasing behaviour, data testing, more understanding of consumer preferences, etc., in order to play the KOL's appeal, influence, and thus effectively affect the consumer's purchasing behaviour.

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