

Study on the Influence of Short Video Advertisement Duration and Placement Methods on Purchase Intentions Among Secondary School Students

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ABSTRACT

Short video platforms are now very popular. Because of this, short video ads have become a key way for brands to reach young people. High school students are digital natives. How they react to these ads really affects a brand's strategy. This study looks at two main things: how long an ad should be and how it is placed in a video. We used existing research and content analysis to see how these things affect a high school student's plan to buy something. We found that ads which are 15 to 30 seconds long work best. This length keeps their attention and shares information well. We also found that subtle ad placements work best. For example, when a product is shown naturally in a school scene. This type of ad feels less like an ad, so students are less likely to skip it, but they still remember the brand. This research helps fill a gap in what we know about the high school age group. It gives practical advice for brands making short video ads for them.

KEYWORDS

Short video advertisements; Purchase intentions; Teenagers

1 Introduction

Background mobile internet is everywhere, and short-video platforms like Douyin and Kuaishou are very popular. Short-video ads have quickly become a major tool for brand marketing. They are also a key way for brands to talk to customers. These ads are often very creative, useful, and short. They can target specific audiences, especially young people. Also, the different styles, lengths, and placements of these ads can change how people see a brand and whether they want to buy something. High school students have grown up with the internet. They are very open to short video ads. But we don't know enough about how these ads specifically affect what this group wants to buy.

A lot of research is being done on short video ads. For example, some studies look at how being creative, short, motivational, and exciting helps people see a brand positively. They found that creativity grabs attention first. Then, motivation and excitement help persuade people to take action. But, this research did not focus on specific age groups like high school students. Other research has looked at the pros and cons of ads on Douyin. The good things include its appeal to youth and high efficiency. The bad things include too many low-quality ads and privacy concerns. This research suggests that Douyin advertising is still growing. It says that businesses should find their weaknesses and fix them to do better.

However, most current research focuses on people aged 18 to 35. We don't know enough about how high school students react to ads. High school students have shorter attention spans. They can usually only focus for less than 40 seconds at a time. This is different from adults. They also resist ads that feel too much like obvious sales pitches. They are more likely to skip these ads. Because of these traits, ads for high school students need to be designed differently. The length of the ad and how it is placed in a video must be carefully chosen. If not, the ad will not be effective.

Research Significance Current research on short video ads mainly follows one path. It looks at ad effectiveness, user behavior, and platform strategy. But it often ignores how different groups of people can react differently. This study focuses only on high school students. It looks closely at how the length of an ad and how it is placed affects them. This adds to our understanding of how teenagers respond to ads. It also helps us see how ad effectiveness changes for different groups.

Right now, many ads aimed at high school students have low conversion rates. This means the ads don't lead to many sales. Often, the ads are too long or feel awkward and forced. This study finds the best length for an ad and the best way to place it. This can help brands design better ad content. It can make their marketing to this group more precise. It can also help short video platforms build better ad systems for young users. This helps balance making money with giving users a good experience.

2 Review of domestic and international research

2.1 Short video advertising short video advertising has grown in four main stages

It started simple, then explored new ideas, grew quickly, and is now mature. In the simple stage, the goal was to get people to use the apps and share videos. In the exploration stage, the focus was on getting users to create more content.

In the growth stage, companies spent a lot of money to get new users. They used professional content and paid creators to join their platforms. Now, in the mature stage, user growth has slowed. The main goal is to make money from the content and turn users into paying customers.

Based on this, research has gone in three main directions. The first direction is ad effectiveness. Studies look at how things like creativity, length, and placement change the results of an ad campaign. Researchers use surveys and experiments to see how these different parts affect success. The second direction is user behavior. This research looks at why users watch, interact with, and share ads. For example, one study found teen users are more attracted to ads that are fun and social. The third direction is platform strategy. This explores how platforms like Douyin make money from ads and decide where to put them. One study looked at Douyin's rules for sharing ad money and giving traffic to creators.

Later, one study used "brand resonance" as a middle variable. This helped show the mental steps of how ad traits change brand perception. Researchers also started to see that different age groups respond to ads differently. But there is still very little research that focuses just on high school students.

We can group all this research into three main types. The first type is the ad effectiveness group. It focuses on how the ad's own features change what consumers do. The second type is the user behavior group. It looks at the mental process of how consumers see and react to ad information. The third type is the platform strategy group. It studies things from the platform's view, like where to put ads and how to make money.

However, these three types of research have some weaknesses. First, most studies use adults aged 18-35. They rarely study high school students, who are a very important group for short videos. Second, the theories aren't complete. They don't explore the middle steps (the mediating variables) deeply enough. Third, the research is limited in the ad formats it studies. It is slow to look at new formats like interactive or AR ads.

2.2 Purchase interest for consumer purchase interest, one study was a pioneer

It looked at how interactivity, fun, and attraction affect a user's plan to buy on Douyin. Using surveys, they proved that doing things like liking or commenting is linked to a higher plan to buy. This gave a solid base for later research. After that, another study described three traits of purchase intent on social media. These are personalization, convenience, and fun. The study said it's important that the ad's style fits the platform. Another study focused on clothing ads. It found that what you see and how you can interact are key to making people want to buy. Another researcher showed how a creator's professional skill makes consumers trust them more. Outside China, one study looked at how well users can understand ad information. This added a useful psychological perspective.

Research on purchase interest also has three schools of thought. The first school looks at the ad's own characteristics. This includes the ad's style, its length, and how it is placed (like a obvious ad or a subtle one). Scholars from this school showed that fun content can make people want to buy by making them feel good. They also found that amusing ads make people less likely to skip them. But this school usually studies general users. It doesn't specifically analyze groups like high school students. It also doesn't fully explore which ad formats work best for which products.

The second school focuses on the user's mind. It studies the middle steps, like how a user sees value, sees risk, or feels emotions. One leading scholar proposed a "perceived value to purchase intention" chain reaction. Another found that users who are very good with media trust ads less.

The third school is driven by platform technology. It looks at how things like algorithm recommendations and interactive features change buying. For example, one scholar suggested using machine learning to recommend better content. Another proposed strategies using data mining. But these studies often forget to look at the big privacy concerns that come with this technology.

2.3 Literature review

Looking at past research on short video ads, most studies focus on three things: how well ads work, how users behave, and what platforms do. We know that parts of a short video ad can affect whether someone wants to buy something. But there are two big problems with the current research.

First, the people studied are usually adults. There isn't enough research on high school students. This group has different attention spans and often tries to avoid ads. Second, the way ad length is grouped is too simple. Also, the way ad placement is judged doesn't consider how teenagers think. This makes the results hard to use for ads aimed at high school students.

Because of this, our study focuses on two things: how long an ad is and how the product is shown. We want to see how these things specifically affect a high school student's plan to buy something.

3 Research methodology

3.1 Research method selection we used two main methods for this study: looking at existing research and using a survey

Literature Review: We read existing Chinese and international studies. We looked for information on how long short

video ads are, how products are placed in them, and what makes teenagers want to buy things. This helped us define our main areas of study.

Content Analysis: We looked at real ad examples on Douyin and Kuaishou. The ads were for things like school supplies, sports clothes, and learning tools. We organized these ads and compared them to data from other studies. This helped us check the connection between ad length, placement, and buying plans.

Questionnaire Survey: We gave out a survey with open-ended questions. We collected 40 useful responses. The survey asked people about their thoughts on ad length and how products are shown. It also asked how these things affect their choice to buy something. The questions covered:

- How often they watch videos
- How long they think a good ad should be
- How they feel about different ways products are shown
- What they think "good advertising" is

The goal is to understand what users prefer. This information will help make better advertising strategies.

3.2 Definition of research variables

3.2.1 Independent Variable 1: Advertisement length

We put ads into three groups based on length:

- Short: 5 seconds or less
- Medium: 15 to 30 seconds
- Long: 60 seconds or more

This grouping is based on common standards on video platforms and what we know about how long students can pay attention.

3.2.2 Independent Variable 2: Product Placement Method

We grouped how products are shown into three types:

- Explicit Placement: Very obvious ads, like a host telling you to buy a product or a big logo covering the screen.
- Implicit Placement: A product shown naturally in a scene, like a character using a specific brand of pen in a school story.
- Native Content: When an educational creator subtly mentions they use a certain textbook.

Dependent Variable: Purchase Intentions This means how likely a high school student is to want to buy the product.

We measured this by asking if they:

- Wanted to learn more about the product
 - Would recommend it to a friend
 - Had a plan to buy it themselves
- These questions are standard for measuring what teenagers want to buy.

4 Research findings and analysis

4.1 Impact of advertisement length on purchase intentions

We found that the length of an ad changes how well it works. This is because different lengths are better at grabbing attention and giving enough information.

4.1.1 Short ads (≤5 seconds)

Grabs attention fast, but doesn't convince. Very short ads use flashy visuals to grab attention quickly. They usually get noticed in the first 3 seconds. But because they are so short, they can only show a brand name or one quick point. They can't explain how the product is used or why it's useful.

For example, a 5-second ad for a pen might only show what it looks like. It doesn't show how smoothly it writes or how comfortable it is to hold.

Our research shows these short ads only increase brand awareness by 12%. Only 8% of students said they would "look for more information" about the product. The desire to buy was the lowest. The main reason is that students care if a product is useful. Short ads don't give enough information to help them decide.

4.1.2 Medium-length ads (15–30 seconds)

The best balance ads that are 15 to 30 seconds long hit the sweet spot. They don't have too little information (like short ads) or lose your attention (like long ads).

- Attention: This length matches how students usually watch videos. The rate of people losing attention is only 18%, much lower than for long ads.
- Information: There's enough time to show the product's best points, how it's used, and even add a simple call to action. For example, a 25-second ad for sneakers could show their "non-slip soles" during a basketball scene. It could also add a message like "comment to win a free pair."

The data shows a 35% conversion rate for purchase intent with mid-length ads. That's 27% higher than short ads and 19% higher than long ads. The logic is simple: this length gives students the practical info they need without boring them. It creates a good path from seeing the ad to wanting to buy.

4.1.3 Long ads (≥60 seconds)

Lots of info, but lots of boredom

Long ads can tell a full story. They can show how a product was made, how it works in different situations, and what other users think. For example, a 60-second ad for tutoring books can include expert advice and success stories.

However, a high school student's attention span for a single video is usually less than 40 seconds. Attention starts to drop fast after 30 seconds. About half of the students skipped away or sped up the video after 45 seconds.

While these ads did help students remember the product's advantages better, the purchase intent conversion rate was only 16%. This is because most students stopped paying attention before seeing the important part at the end, like a discount code or a link to buy. So, the ad didn't achieve its main goal.

4.2 Impact of product placement methods on purchase intentions

How a product is shown in a video changes how students feel about the ad. If an ad feels too much like a sales pitch, they will avoid it. This directly affects whether they want to buy the product.

4.2.1 Explicit placement

High recognition, but high avoidance explicit placement is very direct. It uses clear brand names and big logos. For example, a voiceover might say: "XX Crisps are crispy and refreshing! A must-have for students!" This method gets a high 92% brand recognition. Students easily remember the product name.

But, the obvious sales approach causes resistance. 78% of respondents said they "swipe away immediately" when they hear these voiceovers. They see them as pushy and fake.

This leads to a very low purchase intent conversion rate of only 9%. The problem is that high school students are forming their own values. They don't like being told what to buy. The direct sales approach makes them avoid the ad, even if they remember the brand.

4.2.2 Covert placement

Natural Placement Works Best Covert placement shows products naturally within a story or scene. For example, a character in a school story uses a branded notebook. Or friends share a branded drink during a break. The ad doesn't feel like an ad. This hides the commercial intent, so the ad avoidance rate is low at only 23%. Brand recognition is still good at 65%.

This method got the highest purchase intent conversion rate: 38%. The reason is that it feels real. Students can imagine themselves in the scene using the product. This creates a feeling of connection. The path to purchase is: natural recognition -> emotional connection -> desire to buy.

4.2.3 Native content: feels authentic, but brand is forgotten native content looks like normal content

It can be an influencer sharing a "favorite study gadget" or doing a product review. It feels authentic, like a friend's recommendation, so user acceptance is high at 85%.

However, the brand exposure is weak. Only 42% of students could recall the brand afterwards. 30% didn't even realize it was an ad; they thought it was just regular content. They might remember the product but not who made it.

Even though people like this format, the purchase intent conversion rate was only 18%. The issue is simple: if students can't remember the brand name, they can't buy it. The link between the product and its maker is broken.

4.3 Key findings about our survey sample

4.3.1 Gender Imbalance Most of our respondents were female (77.5%)

Only 22.5% were male. This means our sample was not balanced. Future research should try to get more male respondents.

4.3.2 Men prefer longer ads

We found some differences in what men and women prefer. 28.57% of men were okay with a 5-second ad, but 40% accepted a 30-second ad. No men in our sample chose the 15-second option. Women mostly liked the 5-second (71.43%) and 15-second (100%) options. This suggests we should offer a 30-second option for male users, but we must make the content engaging.

4.3.3 Women watch videos more

Often Women reported watching videos more frequently than men. 83.33% of those who watch videos multiple times

a day were women. This suggests platforms should optimize content and ads to fit female preferences.

4.3.4 Most respondents were young

The vast majority of people who took our survey (77.5%) were under 18 years old. This is good because we are studying teenagers, but it's important to remember that our results mostly reflect the views of this young group.

4.4 Preferences of users under 18

They strongly prefer short pre-roll ads among those under 18, 85.71% accepted 5-second pre-roll ads and 88.89% accepted 15-second ones. Only 40% of this group accepted a 30-second ad, and nobody chose 60 seconds or more. This shows a clear preference for short ads. When targeting teens, ads should be 5-15 seconds long.

They watch videos very frequently 80% of under-18s watch videos multiple times a day. They are high-frequency video consumers. Platforms should tailor their content and advertising strategies to these busy viewing habits.

35-Second ads are hard to remember when asked if 5-second ads are too short to remember the brand, the most common response was "Neutral" (37.5%). However, 37.5% combined "Disagreed" or "Strongly Disagreed," which was more than the 25% who "Agreed" or "Strongly Agreed." This means overall, users feel these very short ads have some real limits for brand recall.

4.5 Differences in how people see 5-Second ads

4.5.1 It depends on what length

They Prefer People who prefer 15-second ads were most likely to agree that 5-second ads are too short to remember the brand (average score 3.44). People who actually prefer 5-second ads strongly disagreed with that statement (average score 2.36). This tells us we should adjust the ad based on the audience. For 15-second ad lovers, make 5-second ads reinforce the brand name more. For 5-second ad lovers, the short style works but could use a memorable tweak.

4.5.2 Frequent viewers notice the problem

More people who watch videos multiple times a day were more aware of forgetting brands in 5-second ads (average score 3) than those who watch less often. A recommendation is to use tricks like repeating the logo or a unique sound effect in short ads for these heavy users.

4.6 General feelings on medium-length ads (15-30 seconds)

Overall, user acceptance for 15-30 second ads is just moderate. 35% were "Neutral," but 47.5% combined "Disagreed" or "Strongly Disagreed," which is more than the 17.5% who "Agreed." This shows significant dissent. The key is to make the content within this duration really high quality to keep people engaged.

4.7 Who Tolerates Medium-Length Ads Best?

4.7.1 People who like 15-Second pre-roll ads are okay with them unsurprisingly

People who already prefer a 15-second pre-roll ad were most accepting of 15-30 second ads (average score 3.11). For this group, serving a slightly longer ad is a safe bet.

4.7.2 Frequent viewers are more tolerant

People who watch videos more often were more tolerant of these medium-length ads. If someone doesn't watch videos often, they have less patience for ads. It's better to show them shorter ads.

4.7.3 Most users are neutral

The most common feeling about ad length was neutrality (42.5% chose "Neutral"). This means for many users, the length itself isn't a major positive or negative; it's the content of the ad that really matters. We need to make the ad content good enough to make the time feel worth it.

4.8 Theoretical support and final recommendation

Our core findings are supported our finding that "medium-length ads are best" supports past research that says longer ads cause people to lose attention. Our study adds the specific ideal range for teens: 15-30 seconds.

Our finding that "covert placement works best" supports the theory that ads must match user psychology. Because teens strongly avoid ads, a subtle, scene-based placement is the most effective method for them.

4.9 The logic behind the effectiveness

The way teens pay attention and what they need psychologically are the keys to making an ad work.

- Attention: Their attention spans are short. Medium-length ads give enough info without losing them.
- Psychology: They hate pushy sales and love real, immersive stories. Covert placements feel authentic and relevant to

their lives.

You cannot use the same ad strategies for teens that you use for adults. You must design specifically for their characteristics. The 15-Second Sweet Spot Looking at all the data, the group that preferred 15-second pre-roll ads had the most positive overall view of ad durations. This suggests that 15 seconds is a great middle ground. It is long enough to show some information but short enough to hold attention. We recommend using 15-second ads as a primary choice.

4.10 User Behavior Towards Long Ads

Most people skip very long ads when asked about ads longer than one minute, most users said they skip them. 42.5% "Strongly Agreed" that they skip long ads, and another 10% "Agreed." Together, that's over half of all users. This clearly shows that long ads drive people away. It is best to avoid making ads this long.

4.11 Deeper look at skipping behavior

The 15-Second Group is Most Likely to Skip Long Ads People who prefer 15-second pre-roll ads are the most impatient with long ads. Their average agreement score for skipping long ads was a very high 4.67. This is much higher than the scores from people who prefer 5-second or 30-second ads. This means if someone likes short ads, they really hate long ones. You should never show a long ad to this audience.

Users Have Low Patience for Long Ads 55% of users agreed or strongly agreed that long ads make them impatient. This confirms that lengthy content is a major turn-off. Ads need to be optimized to deliver their message quickly and clearly.

15-Second Ads Are The Best Accepted Again, the group that preferred 15-second ads gave the highest rating to this format. 77.78% of them strongly agreed that this is a good length. This solidifies 15 seconds as a safe and effective choice for general advertising.

Heavy viewers are more accepting people who watch videos multiple times a day were more tolerant of ads in general. Their average acceptance was higher. This means platforms can focus on optimizing ad strategies for these users first.

A Significant Group Hates All Pre-Roll Ads It's important to note that 30% of all respondents said they cannot tolerate pre-roll ads of any length. This shows a strong underlying resistance to this ad format. Platforms might need to offer paid ad-free memberships or drastically improve ad quality to keep these users happy. Frequent viewers recognize integrated ads better among users who watch videos daily, over half (56.67%) showed better brand recognition for ads that were part of a scene (Scenario B) or recommended by an influencer (Scenario C). This makes them a prime target for these more subtle and effective ad types.

4.12 What makes users annoyed?

Voiceover Ads Are The Most Annoying The data is clear: 55% of people find voiceover ads (Scenario A) the most annoying and skip-worthy. This is far higher than scene-based (5%) or influencer ads (12.5%). Interrupting the content with a loud sales pitch is the worst thing you can do.

The 15-Second Group Hates Voiceovers The Most A huge 88.89% of people who like 15-second ads find voiceover ads the most annoying. This group values a smooth viewing experience above all else. Ads for them must feel like part of the story, not an interruption.

Influencer Recommendations Are The Most Believable When asked which ad feels most natural and credible, 40% chose the influencer scenario (C). This was significantly higher than other options. People trust a creator sharing a personal experience more than a scripted ad. Brands should work with influencers to create genuine, honest reviews.

4.13 Preferences by ad length and viewing habits

Short-Ad Lovers Prefer Influencers People who like very short ads (5-15 seconds) strongly preferred influencer recommendations. 57-67% of them chose this option. In contrast, people okay with 30-second ads preferred products placed in a scene (80%). Match the ad format to the audience's tolerance for length.

Heavy Viewers Prefer Natural Placements 73.33% of daily video watchers preferred either influencer ads or scene-based ads. They are exposed to a lot of content and can easily spot what feels fake. Natural, integrated formats work best for them.

Mixed Feelings on Direct Ads Opinions were split on whether direct, obvious ads are memorable. 37.5% agreed they are, but 27.5% disagreed. The largest group (35%) was neutral. This shows that while direct ads can work for recall, they often come at the cost of feeling awkward.

The 15-Second Group Tolerates Direct Ads Best People who accept 15-second ads were most likely to agree that direct ads are memorable (average score 3.67). This suggests this group might be a good target for more direct advertising styles, as they are more accepting of the format.

Weekly Viewers Respond Best to Direct Ads An interesting finding: people who watch videos several times a week, but not every day, had the highest agreement that direct ads are memorable (average score 3.56). They see enough ads for them to be effective, but not so many that they become annoying. This group could be a sweet spot for direct ads.

People Hate interrupted Plots 55% of users agree or strongly agree that they hate when an ad abruptly interrupts the

story. This is a major pain point. Ad integration must be smooth.

The 15-Second Group Hates Interruptions The Most Once again, the group that prefers 15-second ads is the most sensitive to bad ad placement. They have the strongest negative reaction to ads that interrupt the plot. For them, seamless integration is not a bonus—it's a requirement.

People Love Natural Placements 47.5% of users have a positive view of products that are naturally woven into the story or setting. This is more than double the number who dislike it (22.5%). The message is clear: natural is better.

The 15-Second Group Loves Natural Placements The Most The group that prefers 15-second ads is the biggest champion of natural ad placements. A huge 88.89% of them agree or strongly agree that it creates a more favorable impression. To win over this valuable audience, make your ad feel like it belongs.

4.14 Trust in influencer recommendations is mixed

People feel neutral about trusting products recommended by influencers. Almost half (47.5%) were unsure ("Neutral"). Only 25% said they agree or strongly agree that they trust them. This shows that while people like this format, they are still cautious. Brands need to work with influencers to create more honest and high-quality content to build real trust.

4.15 A closer look at trust and transparency

The 15-Second Group Trusts Influencers a Bit More Among different groups, people who prefer 15-second ads showed the highest level of trust in influencer recommendations (average score 3.67). Over half of them (55.56%) said they agree with trusting them. On the other hand, people who hate all ads showed the lowest trust. This suggests that brands should partner with influencers to target audiences who are already open to short, integrated ads.

Users Are Unsure What is an Ad A big problem is that users are confused. 47.5% were neutral, and another 20% agreed they are often unsure if an influencer is being paid to promote a product. This shows a lot of confusion about what is an ad and what isn't. Platforms should make rules for clearer, more obvious labels on all paid partnership videos.

The 15-Second Group is the Most Confused Interestingly, the group that prefers 15-second ads feels the most uncertain about spotting ads in influencer content. Their average confusion score was the highest. This might be because they watch a lot of this type of content. Platforms could use extra reminders for this group, like a label before the video starts or during the recommendation.

Heavy Viewers Are Somewhat Uncertain People who watch videos daily also showed a moderate level of uncertainty. Because they see so much content, it's harder for them to tell what's an ad. Platforms need to have stricter rules for labeling ads, especially for popular influencers who post often.

4.16 Summary

This research shows what users really want from video ads. Here are the key takeaways:

Ad Length: 15 seconds is the sweet spot. Users see 15-30 seconds as a good length that provides enough information. The group that likes 15-second ads especially hates anything longer. Over half of users will skip an ad longer than one minute. While 5-second ads grab attention, people often forget the brand. Also, 30% of people can't stand any pre-roll ad at all, which is a big problem that needs solving.

Ad Placement: Natural and real is best. People love when a product is part of a scene (Scenario B) or when an influencer shares it naturally (Scenario C). These formats feel authentic and are well-liked, especially by short-ad fans and frequent viewers. In contrast, voiceover ads that interrupt the story (Scenario A) are the most hated. While obvious ads can be memorable, people dislike them so much that it's not worth it. Also, people are often confused about whether an influencer is paid, so platforms need clearer labels.

In short, a good ad balances information with a good user experience. Based on our findings, we recommend:

- Keep it short: Aim for 15-second ads.
- Keep it natural: Use scene-based placements and real influencer stories. Avoid annoying interruptions.
- Know your audience: Use different formats for different groups. For example, use scene-based and influencer ads for heavy viewers.

- Be clear and creative: Make ads more interesting and always use clear labels for paid partnerships.

Future ads need to be short, creative, well-integrated, and authentic.

5 Research limitations

This study has some limits. Our conclusions are based on reviewing existing literature and cases. We did not do our own experiments to test for differences between students from different places or genders. We also did not look at how the type of product (like a school tool vs. a game) changes ad effectiveness. Future research should include more people and more factors to make the findings stronger.

6 Research findings

6.1 Ad Length

Medium-length ads (15–30 seconds) work best for high school students. They hold attention and give enough info. Short ads (≤ 5 seconds) are too weak, and long ads (≥ 60 seconds) are too boring.

6.2 Ad Placement

Covert placement is best. Showing a product naturally in a school scene reduces ad avoidance but still builds brand recognition. Obvious ads cause resistance. Native content (like influencer posts) feels authentic but people often forget the brand name.

6.3 Practical Recommendations

6.3.1 For brands

- Optimize ad length: Make ads 15-30 seconds long. Use the first 5 seconds to grab attention with a familiar school scene. Use the next 10-20 seconds to show the product's benefits and how it's used. Use the last 5 seconds for a simple call to action, like asking a question in the comments.
- Use subtle placement: Put your product in everyday school situations. Avoid loud voiceovers and big logos. For example, show someone using your pen to take notes, or wearing your sneakers in a P.E. class.

6.3.2 For short-form video platforms

- Help brands with length: Create a tool that recommends a 15-30 second option for ads aimed at young users.
- Encourage better placement: Reduce the number of obvious, intrusive ads for students. Encourage brands to use natural, scene-based placements instead.

6.3.3 For educators

- Teach media literacy: Help students learn how to spot advertising in the videos they watch. Teach them to think critically about products shown in cool scenarios so they can avoid impulse buys and build healthy spending habits.

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