

Short video advertising, emotional response and consumer trust: Input to enhance marketing strategies framework

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Abstract

The purpose of this study is to develop a new marketing model for enterprises and provide new ideas for their market exploration and development. Firstly, this study determined the research scope of short video advertising from the perspectives of professionalism, product engagement, and interactivity; Elaborated on consumers' emotional responses from three aspects: pleasure, arousal, and control. This article elaborates on consumer trust from the perspectives of honesty trust, ability trust, and kindness trust. Secondly, the study revealed significant differences in grouping by scene, as well as a significant relationship between short video advertising, emotional reactions, and consumer trust. High quality short video advertisements not only need to have a good professional team background, but also can fully demonstrate the attractiveness of the advertisement, attract consumers' attention and interaction. When short video advertisements arouse consumers' emotional pleasure and interest in related products, they will generate a desire to purchase, thereby promoting the sales of the product. In addition, high-quality product quality, safe and convenient trading methods, strong scientific research capabilities, corporate purpose of serving customers, and good corporate reputation can attract positive feedback and favor from consumers, which will promote consumer trust in the enterprise and contribute to product sales and good development. The results indicate that short video advertisements can elicit emotional reactions from consumers, and when this joyful emotion is generated, it will arouse consumers' trust in the product, leading to purchasing behavior. This study reveals the relationship between short video advertising, emotional response, and consumer trust, providing reference and reference for constructing new marketing models.

Keywords: short video advertising, emotional response, consumer trust

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1. Introduction

With the development of network technology and the popularity of smartphones, short videos characterized by fragmentation and socialization have gradually become the main way for people to engage in online entertainment and leisure. People can obtain more information and information through short videos, obtaining spiritual pleasure and relaxation. In this context, creating higher quality information content has become a common demand in society, and both the audience and producers of short videos have given sufficient attention to this future industry direction (Xing, 2017).

Short video has gradually become one of the main forms of information dissemination in the internet age due to its wide application and high user participation. On March 2, 2023, China Internet Network Information Center (CNNIC) released the 51st Statistical Report on the Development of Internet in China (hereinafter referred to as the Report) in Beijing. According to the report, as of December 2022, the number of internet users in China reached 1.067 billion, an increase of 35.49 million compared to December 2021, and the internet penetration rate reached 75.6%. As of December 2022, the number of online video (including short videos) users in China reached 1.031 billion, an increase of 55.86 million compared to December 2021, accounting for 96.5% of the total number of netizens. Among them, the number of short video users is 1.012 billion, an increase of 77.7 million compared to December 2021, accounting for 94.8% of the total number of netizens. Obviously, short video carriers contain huge business opportunities. Therefore, the culture and product content of a company can be conveyed to consumers through advertising creativity through short videos, allowing consumers to have emotional resonance with the company's products, thereby affecting their willingness to consume.

Nowadays, the short video economy is gradually entering people's lives, and a series of marketing methods, such as live broadcasts are in full swing, changing people's Consumer behavior with an unprecedented trend. Many consumers highly recognize this new marketing model and have shown high acceptance. Online shopping is gradually becoming a daily behavior in people's lives. Therefore, advertising marketing based on short videos is also playing an increasingly important role in this trend. Short video advertising, as an emerging research hotspot in the field of marketing, has a stronger internal drive in the minds of consumers compared to other marketing models. At the same time, in short video advertisements, multiple forms and dimensions can be presented to present multiple information such as business philosophy and product content, thereby promoting consumers' willingness to consume.

On the other hand, there have been some new changes in consumer psychology. Firstly, consumers can have more ways to collect information without being limited by time and space; Secondly, the consumer group also has the possibility of meeting personalized needs; Thirdly, with the gradual development of e-commerce, the internet is becoming a new way of shopping (Fiore et al., 2005). In this trend, it is necessary to pay sufficient attention to the process of consumer psychological activities in the e-commerce environment. With the continuous development of the short video industry, e-commerce enterprises can engage in more marketing work, allowing consumers to have more information selection channels and more product selection space. At the same time, short video advertising partners can also achieve profit sharing with merchants, thereby achieving a win-win situation for multiple parties. It can be foreseen that this emerging marketing model will have enormous development potential.

Before the emergence of network technology, market demand often had a certain lag, and the supply mode of products was post production sales. Merchants often focused on the quality and performance of products. In the era of information technology, consumers' needs were more personalized. In this scenario, how to better meet

the diverse needs of consumers is the key point that merchants need to consider. Short video advertising itself is a type of stimulation, under which the audience will generate corresponding emotional reactions. The resonance caused by these emotional reactions will lead to trust among consumers, leading to purchasing behavior. At the same time, due to the continuous development of big data technology, research on consumers' minds has gradually become the focus of attention. The short video industry can use this as a breakthrough point to analyze the impact mechanism of short video advertising on consumers, analyze consumers' interests and attention points, explore specific ways to promote product sales, and then encourage businesses to consider how to design relevant elements of short video advertising through their own marketing needs, determine the placement platform for short video advertising, and seek suitable advertising partners, To drive the development of relevant elements in the e-commerce industry chain.

This paper will select the relationship between short video advertising and consumer trust as the research object, discuss their Mode of action and degree of influence, and make meaningful exploration and attempt for the development of short video advertising, a new marketing model. Since 2017, the emergence and popularity of short video platforms such as Tiktok and Kwai have greatly changed the audio-visual information content that people touch in the process of daily life communication. The dramatic increase in the number of short videos and the strong scale of users have led people to try to realize short videos. Based on the high-quality social genes of short video platforms, the advertising business attached to them has been nurtured, and the value and research of short video advertising have gradually become a hot topic at present. According to relevant statistical survey data, in 2018, Chinese advertisers had a 65% interest in short video marketing, while in 2017, Chinese advertisers had only 18% interest in short video and live streaming marketing. These data indicate that the rapid development of short video business has a significant stimulating effect on the growth of the short video advertising market. At the same time, the creation of short video ads is also taking professional teams and non-professional individuals as the production matrix, and traditional brands and enterprise official Personal media are actively integrated. The entire video production is gradually developing from a centralized and professional mode to a generalized and decentralized production and dissemination subject, and the timeliness of short video ads is fully considered with the help of the media integration environment, ensuring the output of all-round content information.

Research on short video advertisements can better observe consumer behavior and opportunities for audience response. By analyzing the Click-through rate, sharing rate, viewing time and other indicators of short video ads, we can deeply understand consumers' preferences, interests and behavior habits for different types of advertising. These insights help optimize advertising content and communication strategies, improve the effectiveness and return on advertising. In terms of content creation, research on short video advertisements can help understand how to convey brand information and stories within limited time and space. By studying factors such as creativity, narrative techniques, and visual effects in advertisements, the common characteristics and innovative trends of successful short video advertisements can be revealed. This is a valuable guide for advertising practitioners and brand marketers to stand out in the fierce competition. As for its influence, we can evaluate the influence and effect of short video advertising through corresponding methods and indicators, such as brand awareness, purchase intention, Brand loyalty, etc. This helps advertisers and brand owners understand their investment returns and optimize their advertising strategies. Short video advertisements often evoke empathy and emotional resonance among the audience through emotional stimulation, thereby enhancing the influence and memory of the advertisement. When the audience has a positive emotional experience when watching the advertisement, they are more likely to have a sense of trust in the brand in the advertisement, thus increasing the purchase intention and Brand loyalty. Deeply understanding the connection between emotional reactions and brand trust can help brand marketers better shape brand image and establish consumer relationships.

In summary, the research significance of this article lies in an in-depth understanding of consumer behavior, enhancing the creativity and innovation of short video advertising, evaluating advertising effectiveness, and developing best practices in fields such as social media and influence marketing. These research results contribute to optimizing short video advertising marketing strategies, enriching existing theoretical content, and

providing reference and references for enterprise marketing innovation.

This study is intended to assess the short video advertising, emotional response and consumer trust to establish a new marketing framework so that consumers have more information channels and choice space. Specifically, it assessed short video advertising as to professional, product involvement and interactive; determined emotional response as to pleasure, arousal and dominance; described the consumer trust in terms of honest trust, ability trust and kindness trust; test the relationships among short video advertising, emotional response and consumer trust and developed an enhanced marketing strategies framework.

2. Methods

Research Design - This study adopts a descriptive research design to provide a comprehensive and accurate interpretation of the research results. According to Rahi (2017), a descriptive research method is a study that obtains current relevant facts, data, and information, and provides an accurate overview of a situation, person, or event. Furthermore, Suparno (2017) asserts that descriptive research design is a form of formal research aimed at describing the inherent characteristics of phenomena or groups. The purpose of this design is to identify the correlations or relationships and differences between the three selected variables, and to systematically and accurately describe the facts and characteristics of a given population (Rahi, 2017). Polit and Beck (2014) also believe that descriptive research aims to study and monitor an emerging feeling that cannot be seen as a factor of fairness. Researchers attempt to collect information from respondents by providing and distributing questionnaires. This descriptive research helps to effectively collect data from respondents.

Participants of the Study - The questionnaire survey adopts a convenient sampling method, so offline questionnaires are mainly conducted around the author's location, while online questionnaires are filled out through WeChat Moments and WeChat groups. A total of 500 questionnaires were distributed. The respondents of this study are consumers from administrative organ, government-affiliated institutions, working in in the enterprise, professional and others. This is because most of them have fixed working hours, more leisure time such as holidays, and a stable source of income. For other personnel who are mostly Freelancer or do business themselves, the degree of time freedom is relatively high. These provide time conditions for them to watch short videos.

Data Gathering Instrument - part contains an overview of the interviewees. The second part includes the evaluation of the service quality, tourist purchase behavior and tourists satisfaction. The short video advertising is a four factor model, including professional, product, involvement and interactive. Author uses Cronbach α To test the reliability of the instruments used. This is a convenient test to evaluate the reliability or internal consistency of the comprehensive score (Bonett & Wright, 2014). It is used under the assumption that you have multiple projects measuring the same infrastructure.

Data Gathering Procedure - The researchers of this study will use published papers as a source for collecting and collecting data or information. In addition, reliable books, articles, and journals were used to collect relevant data and information. Relevant information about consumers watching short video advertisements was collected through survey questionnaires and informal interviews. The researchers prepared a request letter to consumers requesting their approval to conduct this study. The researchers also prepared some questionnaires specifically targeting consumers to understand their views on short video advertisements. This survey was conducted in writing and was only used for academic purposes. All information collected is confidential. After consumer consent, the study began distributing questionnaires to selected consumers. The distribution and retrieval dates of the questionnaire have been discussed with consumers and determined on a mutually agreed date. The survey questionnaire is managed by the researchers themselves or in office forms to ensure the accuracy and confidentiality of the results.

Ethical Considerations - The study was approved by the agency before it was launched. To this end, ethical considerations should be taken into account when conducting research to ensure that all information collected is

used only for research purposes, so as to maintain the quality and integrity of the research. The researchers appropriately cited the questionnaires used. The researcher also solicited the consent of the scenic spot manager through letters and correspondence to ensure that the target interviewees are ready to answer the necessary research questions. It also ensures the confidentiality and anonymity of respondents, as they do not seek names when answering the questionnaire. The researchers also made sure that the respondents volunteered to answer the questions according to their own wishes. Finally, the dignity and privacy of the interviewees were protected from physical and verbal abuse and provided them with opportunities to relate to each other, rather than threatening them, because they felt that they were being studied and regarded as powerful information seekers.

Data Analysis - Use various statistical methods to count, encode, and analyze the required files and numbers. This includes frequency distribution, weighted average, Pearson product moment correlation, and analysis of variance, all of which are used based on research objectives. One of the commonly used methods for organizing data is to construct frequency distributions. Therefore, researchers use frequency distribution to easily browse the entire data. In this study, frequency distribution is used to display whether the observed values are high or low, and whether they are concentrated in a single area or distributed across the entire scale. It also shows the distribution of individual observations on the Level of measurement.

In addition, Pearson product moment correlation is used to measure the strength of linear correlation between variables or between variables, and is represented by r (Puth, Nuehauer & Ruxton, 2014). In this study, regression analysis was used to model or analyze data and test the relationship between the dependent variable and one or more independent variables. Therefore, it is used to determine the important relationship between the quality, price, and distance of tourist attractions. Finally, analysis of variance (ANOVA) is a statistical test. When there is a parameter dependent variable and one or more independent variables, it is used to detect the difference in group mean. In this study, it was also used to determine the differences between the quality, price, and distance of tourist attractions.

In addition, all data were processed using PASW version 18 statistical software to further explain the research results. PASW Statistics 18th Edition is a comprehensive data analysis system. In addition, it can obtain data from almost any type of file and use them to generate tabular reports, charts and chart distributions and trends, descriptive statistics, and complex statistical analysis.

3. Results and Discussion

Table 1

Short Video Advertising

Indicator	Weighted Mean	Verbal Interpretation	Rank
Professional	2.77	Agree	1.5
Product Involvement	2.76	Agree	3
Interactive	2.77	Agree	1.5
Composite Mean	2.77	Agree	

Legend: 3.50-4.00 = Strongly Agree; 2.50-3.49 = Agree; 1.50-2.49 = Disagree; 1.00-1.49 = Strongly Disagree

Table 1 shows the assessment on short video advertising with grand composite mean of 2.67 with verbal interpretation of agree. Among the dimensions, the professional and interactive obtained the highest rank with a weighted mean of 2.77 followed by product involvement with weighted mean of 2.76.

Short video professionals are usually accumulate rich practical experience to cope with constantly changing market demands and user preferences. They often cooperate with various brands and Content creation, thus gaining the opportunity to deeply understand different industries and audiences. Through continuous practice and experience accumulation, short video operators can better grasp the Market trend and create influential and attractive short video content, thus providing more valuable operational services for brands and Content creation. In addition to their own experience, they can also learn from the excellent advertising design team. Liu and Ngo. (2004) learned from the example of London Underground advertising to study the development of China's

subway advertising. London Underground advertising has built a cultural context, used new materials and technology, constantly innovated the presentation method and improved the aesthetic quality, making it an important part and highlight of London's Urban culture. It is further believed that China's subway advertising can reflect on and use the experience of London Underground's subway advertising development from the perspective of "emotional design", and explore an optimization strategy that conforms to its own characteristics.

Positive response to topics or comments triggered by short video advertisements is a constructive approach that can help advertising operators establish positive interaction with the public. Interactive channels include social media platforms, official websites, online forums, emails, and phone calls. Through this diverse communication channel, companies can maintain close contact with the public and respond to their questions and feedback in a timely manner. In short, in order to achieve effective communication, advertisers need to have good etiquette, make sufficient preparations before communication, pay attention to details such as time and speed in communication, and ensure that communication is neither humble nor overbearing, with careful words and sentences, clear and accurate, in order to move people's hearts (Wen & Chen, 2019). This positive interaction not only increases public satisfaction and participation, but also helps companies understand public needs and expectations, improve products and services, and establish long-term cooperative relationships.

On the other hand, product involvement in the short video advertisements can provide more information and details by deeply explaining the product content, whether it is product demonstrations and explanations, or story narratives. Short video advertisements can provide more in-depth and detailed product content explanations, enabling audiences to better understand the characteristics, functions, and advantages of the product. Dong (2016) believes that digital animation technology can help establish trust and interest, prompting audiences to further understand and purchase products. Be able to promote the products or works to be displayed in a more vivid and artistic form.

Table 2

Emotional Response

Indicators	Weighted Mean	Verbal Interpretation	Rank
Pleasure	2.90	Agree	2
Arousal	3.00	Agree	1
Dominance	2.87	Agree	3
Composite Mean	2.92	Agree	

Legend: 3.50-4.00 = Strongly Agree; 2.50-3.49 = Agree; 1.50-2.49 = Disagree; 1.00-1.49 = Strongly Disagree

Table 2 presents the emotional response of the consumer with a composite mean of 2.92 and with verbal interpretation of agree. Among the indicators, arousal got the highest rank with the verbal interpretation of 3.00. It is followed by pleasure with a weighted mean of 2.90 and dominance with a verbal interpretation of 2.87. All the emotional response indicators got the verbal interpretation of agree.

Arousal refers to the degree to which consumers feel stimulated or excited or the degree to which an individual is emotionally excited or infected (Chang et al., 2014). This situation means that the product recommended by the short video advertisement exceeds consumers' expectations and is satisfied with the profits or returns obtained. The high evaluation of product value also reflects the effectiveness of short video advertising in conveying the unique value and advantages of the product to consumers. The emotions triggered by advertising can affect an individual's advertising information processing process and their evaluation, judgment, and recall of products and brands (Wang, 2018). Short video advertisements may guide your emotions through positive emotions such as pleasure, excitement, and curiosity.

This emotional guidance can enhance your interest and desire for the product, making you more likely to purchase it. It may also guide your emotions through emotional stories, touching visuals, or connections with the audience's emotional needs. This emotional resonance can generate emotional identification with the product, leading to a desire to purchase. It should be noted that emotional guidance in short video advertisements is a marketing tool aimed at stimulating consumers' purchasing desire and action. As consumers, we should maintain

rationality and calmness, and weigh the actual value, demand, and budget of goods in order to make wise purchasing decisions.

Pleasure or happiness is a positive emotional response, and for marketing and advertising activities, stimulating the audience's happy emotions is an effective strategy. A pleasant consumer experience not only enhances consumers' liking and loyalty to the brand but may also encourage them to share positive consumption experiences with others, thereby generating a positive word-of-mouth effect on the brand. For example, e-commerce experiential consumption uses various forms such as anchor explanation and demonstration, bullet screen interaction, and social communication to deeply explain products, further promoting consumers to develop a sense of on-site shopping and increasing their willingness to consume (Hu, 2023).

Emotional control refers to the manipulation and control of consumers' emotional responses through emotional drive in short video advertisements. When consumers purchase a product, they may influence other consumers by sharing their purchasing experience, giving product recommendations, posting reviews, or sharing their usage experience on social media. These behaviors can to some extent attract other people's attention and interest in the product, which may affect their consumption decisions. It should be noted that this does not directly control other consumers' Consumer behaviour because consumption and purchase behavior are affected by many factors, including personal needs, preferences, brand trust, etc.

Domination is an emotion that refers to the extent to which an individual believes they have control over their environment (Miniero et al., 2014). In short, 'domination' refers to the degree of freedom and power of an individual in the current environment. Perceived dominance refers to the degree to which customers perceive themselves as having control, influence, freedom, or autonomy over the environment (Mazaheri et al., 2011).

Table 3

Consumer Trust

Indicators	Weighted Mean	Verbal Interpretation	Rank
Honest Trust	2.85	Agree	1
Ability Trust	2.79	Agree	3
Kindness Trust	2.82	Agree	2
Composite Mean	2.82	Agree	

Legend: 3.50-4.00 = Strongly Agree; 2.50-3.49 = Agree; 1.50-2.49 = Disagree; 1.00-1.49 = Strongly Disagree

Table 3 presents the consumer trust with weighted mean of 2.82. In all indicator, the honest trust got the highest rank with weighted mean of 2.85 which indicates that the respondents' honesty and credibility are moderate. Corporate reputation is the fundamental foundation for the survival and development of enterprises, as well as the foundation for winning in a market economy. A good corporate reputation is not only an intangible asset of a company but also a prerequisite for its stable and sustainable development (Zhang, 2021). Before watching short videos, consumers generally have a certain understanding of relevant companies, which can be obtained through various channels, such as company websites, customer reviews and feedback, company financial status, etc., or a comprehensive evaluation of the company's reputation based on the above information. Short video advertising is not only about the product itself but also about the company behind the product. A reputable company often brings positive feedback to consumers and enhances consumer confidence.

Kindness trust ranked 2nd as the most consumer trust with a weighted mean of 2.82, which indicates that respondents' goodwill and trust in short video advertising companies are acceptable. In participating in the design of short video advertisements, companies can focus on expressing product quality information, such as brand honor and development history, user evaluation and feedback, quality certification, and industry standards. By outputting this information, consumers' confidence in product quality can be effectively improved. When necessary, carry out consumer observation, organize consumer representatives to go deep into the production line of the enterprise, face to face with the enterprise, conduct panoramic visits, and experience the product production process from a "zero distance", so that there is no longer a barrier between consumers and enterprises, and enhance growth and mutual trust between consumers and enterprises (Diao and Lit, 2023). Whether a

company is honest can be demonstrated from multiple aspects, such as its values and ethical standards, transparency and communication methods, and good business behavior. If consumers believe that the companies involved in short video advertisements are honest, it indicates that the company has always maintained a good reputation in the development process, and consumers have confidence in the company's integrity and honesty. Once integrity is lacking, it will to some extent lead to a lack of personal credit, corporate credit, and even social credit, seriously hindering and constraining the smooth development of the market economy (Shi, 2016). Therefore, the construction of integrity is crucial.

Lastly, the ability trust ranked 3rd with weighted mean of 2.79, which indicates that the respondents' corporate capabilities in designing short video advertisements are also acceptable. If consumers believe that the company participating in this short video advertisement has strong research capabilities, it indicates that they have confidence in the company's scientific research and technological innovation. This confidence can come from professional research and development teams and personnel, technological innovation capabilities and patent numbers, product research and development, and market performance. R&D and innovation are two closely related concepts. R&D focuses on knowledge creation, while innovation aims to create value. The intensity of R&D is one of the important indicators of an enterprise's R&D level (Chen et al., 2023). This also indicates that short video advertising companies have certain abilities and resources in market research, product evaluation, and selection. On online platforms, crowd positioning can be achieved through various methods, such as conducting surveys, drawing lots, and quizzes to determine which occupational group has the highest consumption of the product and which age group has the highest demand for the product. Based on this, data results can be analyzed to study the potential consumption needs of the consumer group, and targeted market positioning can be determined in the advertising planning stage of the product (Chen, 2020).

Table 4

Relationship between short video advertising, and emotional response and consumer trust

Items	t- value	p-value	beta	Decision on H ₀	V.I
Emotional Response	7.451	.000	.435	Reject H ₀	Highly Significant
Consumer Trust	7.717	.000	.451	Reject H ₀	Highly Significant

Legend: criteria for rejection $p < .05$; Significance of Model: Mean Square - 35.183; F-Value - 411.696; Sig - .000

Table 4 shows the relationship between short video advertisements and emotional reactions and consumer trust. The p-values shown in the table are all below the significance level of 0.05, indicating a very significant relationship between the three variables. The highly significant results displayed by the model also confirm this, with a p-value below the significance level of 0.05. This confirms that short video advertising relies on emotional reactions and consumer trust.

This indicates that (1) short video advertisements are often based on emotions and evoke resonance and attraction by touching consumers' emotions. By using eye-catching storylines, moving music, exciting visuals, or emotional interpretations, advertising aims to arouse consumer interest, stimulate emotional reactions, and generate resonance. For example, public service advertising utilizes the creative content of the constructed emotional system to convey public service messages, and after careful consideration, finds its own innovative points to convey a certain emotion, value, and spirit. This requires public service advertising to be able to move people with emotions (Huang & Tang, 2023). (2) Trust is the foundation for establishing a solid relationship between consumers and brands. At present, due to the high uncertainty of online consumption, consumers' purchasing psychology has become more cautious, and the problem of lack of trust in online consumption has been amplified (Zou, 2021). Short video advertisements win the trust of consumers by showcasing the brand's reliability, professionalism, and authenticity. This may include demonstrating the brand's history and reputation, providing customer testimonials or Case studies, showing quality certifications or awards, etc. Through emotional reactions and the establishment of consumer trust, short video advertising can increase the emotional connection and loyalty between consumers and brands while promoting the formation of purchasing decisions.

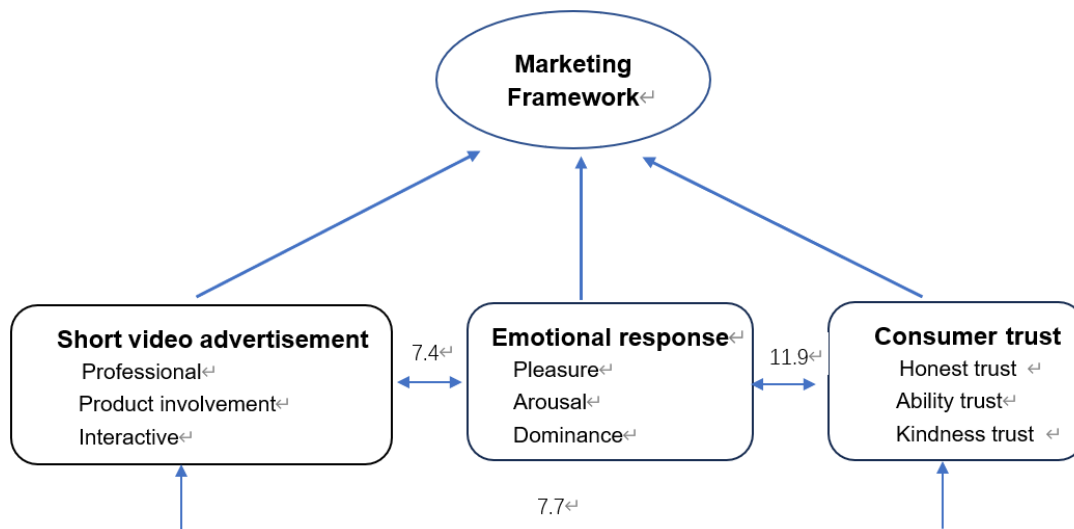
Proposed Marketing Framework

Figure 1. An Effective Proposed Framework for Enterprise Marketing Strategies Based on Short Video Advertising

A proposed marketing framework has been established to promote the sales and promotion of enterprise products or services. Establishing this framework is conducive to the better development of enterprises. Short video advertising has great flexibility, which can be used for brand promotion, display of product functions, characteristics, and purposes, and collaborate with other media. We will ensure that corporate marketing is considered from the perspective of short video advertising to enhance the targeting and effectiveness of corporate marketing.

From the figure below, it can be seen that there is a close relationship between consumer trust, short video advertising, and emotional response. They influence each other and jointly build a trusting relationship between consumers and brands. (1) Emotional response arouses trust: Short video advertisements can evoke emotional reactions from consumers through emotional expressions such as storylines, music, and visuals. Emotional reactions can stimulate consumers' interest, resonance, and favorability, thereby increasing trust in the brand or product recommended by the advertisement. (2) Trust-enhanced emotional response: When consumers have a sense of trust in a brand or product, they are more likely to have a positive emotional response to short video advertisements. Trust is built on aspects such as brand reputation, historical performance, and consumer experience, which can enhance consumers' acceptance and identification with advertising content. (3) Trust is the key to purchasing decisions: consumer trust is crucial for purchasing decisions. When consumers have trust in a brand or product, they are more willing to choose that brand's products or services. Emotional reactions influence purchasing decisions by establishing emotional connections and arousing consumer interest. (4) Short video advertising shapes brand image and trust: Short video advertising is one of the important channels for brand communication and image shaping. Through carefully designed advertising content and emotional expression, brands can establish a positive image and enhance consumers' trust in the brand.

In short, there is a mutually reinforcing and influencing relationship between consumer trust, short video advertising, and emotional reactions. The emotional response of consumers can be guided by brand advertising, and the trust of the brand can also affect the emotional response of consumers to advertising. This interactive relationship helps to establish a solid trust and emotional connection between the brand and consumers.

4. Conclusions and Recommendations

This article conducts qualitative and quantitative analysis of short video advertisements, emotional reactions,

and consumer trust in marketing activities, and draws that the respondents agreed that short video advertisements are good as reflected in professionalism, product engagement, and interactivity. The respondents agreed that short video advertisements can attract consumers' attention and emotional reactions. The respondents agreed that the company's reputation, product quality, and service can win the trust of consumers. There is a significant relationship between short video advertising, emotional reactions and consumer trust. Strategic framework for enterprise marketing development was proposed.

Continuously improve the ability and level of short video advertising by learning advertising theory, video production techniques, and researching successful cases. Select appropriate emotional techniques and strategies based on the characteristics and needs of the target audience to maximize the stimulation and influence of consumer emotions. Establish effective communication channels, promptly respond to customer inquiries, questions, and feedback, demonstrate the company's attention and importance to customers, and thus arouse consumer goodwill and trust. Build a marketing framework based on short video advertising, emotional response, and consumer trust, utilizing the comprehensive effects of multiple factors to improve the marketing effectiveness of the enterprise. How to provide a more personalized advertising experience based on user interests, preferences, and behavioral data is the focus of future attention.

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