

From Desire to Purchase: The Mechanism of How Integrated Marketing Strategies on Short Video Platforms Affect Consumers' Purchase Path

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Abstract. With the rapid development of short-video platforms in modern society, their influence on consumers' decision-making has become increasingly significant. This study focuses on the issue of consumer psychological path transformation in short-video integrated marketing and constructs a three-stage model of "attraction - trust - conversion", exploring how brands with different positioning can utilize short videos to achieve this process. The study employs literature analysis and case study methods to search for existing research results on short-video marketing. It then compares and analyzes the integrated marketing strategies of the popular and affordable brand Perfect Diary and the luxury brand Dior on platforms such as Douyin and Xiaohongshu, based on marketing data. The research results show that Perfect Diary achieves the process of touching consumers' hearts, building trust and converting them through emotional storytelling and social endorsements. Dior, through luxurious narratives, professional endorsements and scarcity marketing strategies, strengthens consumer trust, enhances the sense of experience and provides a sense of inner satisfaction. The conclusion drawn from this study is that consumers' purchasing decisions do not develop along a single path but are influenced by the combined effects of brand positioning, platform mechanisms, and the psychological paths of consumers.

Keywords: Short-video marketing; Attraction–Trust–Conversion model; UGC and KOL; platform algorithm recommendation; S-O-R theoretical framework.

1. Introduction

This study focuses on the rapid rise of digital marketing on short-video platforms in recent years. With the rapid development of short-video social platforms such as Douyin, Xiaohongshu, and Kuaishou, the number and scale of users have grown exponentially. Short videos are increasingly becoming one of the important channels for brands to reach their target consumers. The emotional resonance and immersive experience of short videos have rapidly become an important means for brands to gain attention and facilitate transactions. Especially among the Z-generation, short videos have become the primary channel for obtaining information. It is also gradually becoming a new path for making shopping decisions, making the purchasing process more diversified and faster. This research is of great significance to both the academic community and the business world. On the one hand, it can accurately formulate short-video marketing plans for the brand, enhance user retention, and provide references for the content recommendation mechanism of short-video platforms. On the other hand, it addresses some of the shortcomings of the existing academic research. Especially in the current context of intense competition in integrated marketing, accurately understanding the mechanism of consumer psychological transformation is helpful for enterprises to enhance their marketing investment returns. This research can also provide the academic community with practical and applicable theoretical models. This research mainly focuses on the "attraction - trust - conversion" three-stage psychological path model. This model is based on the S-O-R theoretical framework and divides the short-video marketing mechanism into three psychological stages. First, short videos arouse interest through visual stimulation and emotional resonance. Secondly, the video content builds trust through the combination of KOL (Key Opinion Leader) and UGC (User Generated Content). Finally, through platform algorithm recommendations and marketing strategies, it promotes consumers to make purchasing decisions. In the "attraction" stage, the research will explore how

different positioned brands can achieve emotional triggers through visual storytelling, scenario creation, and content style. In the "Trust" stage, it compares and analyze the differences in the roles of social endorsements and professional endorsements for two different positioned brands. Finally, we analyze how mechanisms such as algorithmic recommendation, trust loop, and scarcity marketing can promote "conversion". In terms of research methods, this study employed the methods of literature analysis and case analysis. The research involves searching and analyzing existing relevant academic literature and industry reports, examining the outcomes of past studies on short-video marketing and consumer psychology, and identifying the limitations and flaws of the existing research. This study takes the popular beauty brand Perfect Diary and the luxury beauty brand Dior as case studies. It conducts a comparative analysis of the marketing strategies, content placement, conversion methods, and effects of these two brands with different positioning on platforms such as Xiaohongshu and Douyin, which is conducive to the research. This study aims to address the shortcomings of existing research, which lacks systematic analysis of consumers' psychological pathways and heterogeneous analysis of brand positioning differences. It also provides feasible references for enterprises to optimize their short-video integrated marketing strategies, accurately target potential consumer groups, and enhance the efficiency of marketing conversions.

2. Literature Review

Lin Yu Kai, in "Analysis of the Impact of Tourism-related Short Video Marketing on Consumers' Purchase Intention", explores and studies how short videos can influence consumers' purchase decisions in the tourism industry through emotional resonance and visual content. This research provides theoretical support for the "attraction" and "trust" stages. However, this study is limited to the products and services of the tourism industry and lacks analysis of other industries. It fails to effectively demonstrate the differences in the conversion mechanisms of products and services of different categories and positioning on the short-video platform [1]. Luo et al. in "The Influence of Short Video Content on Consumers' Purchase Intention on Social Media Platforms with Trust as a Mediator" uses models such as SEM mainly based on the S-O-R theoretical framework to verify that factors such as the effectiveness, usability, and entertainment value of short video content can influence the purchase desire of video viewers through trust. It provides theoretical support for the "trust" stage. However, this study fails to integrate and analyze the theory through specific brands and lacks in-depth exploration and verification of the mechanisms of the short-video platforms [2]. Wahyudi et al. in "The Role of Influencer Relatability and Trust Signals in Short Video Marketing to Gen Z Purchase Intentions" studies the consumption behavior of Generation Z in South Korea on short video platforms and explores how the authenticity of KOLs and UGC plays an important role in establishing trust among short video users and prompting them to make purchase decisions. It provides this study with the consumption attitudes of the Z-generation towards short-video platforms and the background of short-video marketing in other countries. However, this study places too much emphasis on the social aspect and fails to deeply explore the connections between visual content, emotional resonance and the establishment of trust [3]. In the research titled "Content Characteristics of Short Video Advertising and Their Impact on Consumer Trust and Purchase Intention: A Grounded Theory Approach", Meng employs the grounded theory framework to analyze the influence of the content in short video advertisements on the trust of viewers and their purchase intentions. It states that the credibility, professionalism and authenticity of the advertisement content are important factors influencing consumers. This research provides an important theoretical foundation for the "attraction -trust-conversion " model. However, the drawback of this study is that it fails to fully integrate the process of "triggering emotions and building trust" with the model [4]. In Wang et al.'s study titled "How Short Videos Influence Gen Z's Purchasing Decisions", through extensive empirical evidence, it was emphasized that the content of short video advertisements can evoke consumers' emotions and build trust, thereby prompting them to make purchases. The empirical evidence of this study supports the "attraction-trust-conversion" path model proposed in this research. However, the

analysis lacks detailed explanations regarding the platform's algorithmic recommendation mechanism, the role of KOLs and UGC content [5]. Ngo's research titled "Short Video Marketing Factors Influencing Brand Attitudes and Purchase Intentions" suggests that characteristics such as experiential nature, interactivity, entertainment value, and participation by key opinion leaders will have an impact on consumers' attitudes and purchase intentions. This study provides a reference for analyzing aspects such as brand creativity and tone. However, this study does not directly analyze the phased changes in consumers' psychological pathways [6]. Furthermore, Zhang mentions in his research titled "The Influence of the Algorithmic Recommendation Mechanism of Short-Video Platforms on Consumers' Purchasing Decisions" that there is a significant relationship between the algorithmic recommendation mechanism of short-video platforms and the personalized content delivery of videos to users, as well as the enhancement of brand favorability. It explains that the platform's algorithmic recommendations not only enhance brand visibility, but also influence the path from user interest to conversion on the short-video platform, thereby supplementing the mechanism of the three-stage model in this study. However, the research platform and sample used in this study are limited, and the level of confirmation is insufficient [7]. Finally, in the paper "Short Video Segment-level User Dynamic Interests Modeling in Personalized Recommendation", He et al. establishes an accurate recommendation mechanism, demonstrating that short video recommendations can capture users' immediate interests in a phased manner, thereby enhancing user engagement and conversion rates. However, it doesn't conduct empirical research on the actual transformation process and user psychological variables [8]. In conclusion, these existing studies have provided significant theoretical support for the "attraction - trust - conversion" model in terms of emotion stimulation, building user trust, content characteristics, and platform mechanisms. However, these studies lack empirical evidence that integrates various aspects such as analysis of brand positioning differences, platform algorithms, the entire path of user psychological changes, and analysis based on actual cases. This study will fill this gap. By integrating the case studies of Perfect Diary and Dior's integrated marketing on platforms such as Xiaohongshu and Douyin, and based on the three-stage model, it will conduct a detailed analysis of the three-stage path through brand positioning differences, creative content of short videos, combination of KOL and UGC, and platform recommendation algorithm mechanisms, studying the differences in marketing mechanisms among brands with different positioning.

3. Case Analysis

3.1. Existing Research Gaps and Theoretical Framework Construction

Most of the existing studies have focused solely on explaining the consumer journey by considering aspects such as emotional arousal, content authenticity, social attributes, and platform algorithm recommendations [1, 3, 4, 8]. First, they fail to utilize a systematic and holistic structure to explore the complete psychological path of users from the initial "attraction" to "trust" and ultimately to "purchase conversion". Secondly, these studies lack the analysis and comparative verification of the differences in consumer conversion among brands with different positioning in the short-video marketing mechanism. Therefore, this study constructs a three-stage model of "motivation - trust - transformation" based on the S-O-R framework. S stands for Stimulus. O stands for Organism. R stands for Response. The S-O-R model refers to the situation where external environmental stimuli act upon an individual. When an individual is exposed to a stimulus, they will have internal psychological and emotional reactions, and correspondingly exhibit external behaviors [2]. This study, based on the S-O-R model, establishes an "attraction - trust - conversion" three-stage psychological model for short videos. The content, social attributes, and algorithm recommendations in short videos are external stimuli, while the consumer's emotional arousal and the establishment of trust are internal psychological reactions. The final purchase behavior is the result of these reactions [1, 4, 5, 7]. This study will analyze two different types of beauty brands with distinct positioning: the budget-friendly and popular brand "Perfect Diary" and the luxury brand "Dior". By applying the "emotion-triggered

- trust-building - conversion" model for analysis, the aim is to answer the following questions: How do differently positioned brands trigger emotions, established trust, and achieved conversions in the short-video marketing mechanism? Can this model be compatible with the heterogeneous paths of both mass brands and luxury brands?

3.2. Case Analysis

3.2.1 Three-stage path analysis of Perfect Diary

In various brand marketing practices, short videos have demonstrated differentiated promotion mechanisms. Firstly, during the "attraction" stage, Perfect Diary excels in emotional storytelling. It transforms the video content into a more everyday style, making it closer to real life. For instance, content such as "Casual Daily Makeup Products" and "Essential for Students" stimulates and evokes consumers' emotions, enhancing the sense of immersion for the viewers. Emotional storytelling combined with visual stimuli can significantly enhance consumers' purchase intentions. This has been confirmed in the marketing strategies of Perfect Diary [1]. For instance, the "Animal Eye Shadow Palette" product of Perfect Diary, through the combination of animal elements and color intensity in its promotional videos on Douyin, greatly impacts the viewer's vision and attracts consumers' attention, making it quickly become popular on the Internet. Secondly, during the "trust" stage, this brand adopted a pyramid-shaped promotion approach, relying on celebrity endorsements at the top level, KOLs' product promotion at the middle level, and the extensive recommendation by ordinary people at the bottom level, which created an extremely strong credibility. The authenticity of UGC and the authority of KOLs can significantly enhance user trust [3]. Perfect Diary launches a series of evaluations of its products by hundreds of ordinary bloggers on the Xiaohongshu platform. Then, KOLs at the top of the pyramid provides endorsements. Multiple layers of evaluations are released to ensure sufficient trust. Finally, in the "conversion" stage, Perfect Diary combined short-video advertising on the Douyin platform with official and influencer live-stream sales. It utilizes the platform's recommendation algorithm mechanism to precisely deliver the advertisements to users based on their personalized content. Personalized recommendations can shorten the path from "attraction" to "conversion". According to the data, in 2024, Perfect Diary accounted for approximately over 30% of the GMV on the Douyin platform. The core mechanism was a combination of algorithm recommendations, social endorsements, and the e-commerce loop [9]. In summary, Perfect Diary mainly relies on evaluation narratives to evoke consumers' emotions, viral dissemination through social platforms, and platform algorithmic recommendations for advertisements or live streaming rooms to achieve rapid conversions. Perfect Diary represents the typical approach of mass-market, budget brands in short-video marketing.

3.2.2 Dior's three-stage path analysis

Firstly, during the "attraction" stage, Dior's short-video marketing strategy focuses on the characteristics of luxury goods: scarcity and aesthetic appeal. Dior has created a strong brand appeal through its promotional videos on Douyin and Xiaohongshu, featuring clips from its haute couture shows and endorsements by various celebrities. It has had a powerful visual impact on users of short-video platforms. The use of scenario immersion and the participation of celebrities can effectively enhance the brand's tone and appeal, which enabled Dior to maintain its advantage at this stage [6]. Secondly, in the "trust" stage, contrary to Perfect Diary, Dior does not adopt the strategy of using ordinary people to promote. Instead, it builds strong trust through celebrity endorsements, fashion magazines and professional makeup artists' evaluations. The synergy between emotions and trust can drive and transform purchases. Dior's strategy, compared to Perfect Diary, clearly strengthens its authority by building a foundation of trust, thereby enhancing the trust of its users. Finally, in the "conversion" stage, Dior employs a scarcity marketing strategy to launch limited edition products. It utilizes short-video platforms to create an atmosphere of eager purchasing, leveraging the product's scarcity to instill a sense of urgency in users and thereby prompting them to make a purchase decision [10]. Furthermore, Dior has established its own VIP groups and reservation systems through chat

platforms such as WeChat, achieving the psychological satisfaction and pursuit of self-worth for its high-end customers [11]. Dior's share of the global beauty market reaches 13.7%. Among them, short-video marketing is a key factor driving its sales growth in the Chinese market [12]. In conclusion, Dior relies on luxury narrative, trust in authority, and transformation of scarcity. Compared to Perfect Diary, Dior places greater emphasis on the brand's style.

3.3. Case Summary

The case studies of Perfect Diary and Dior have identified the heterogeneous driving mechanism of the "attraction - trust - conversion" model. This difference indicates that this model is not a simple single path but is highly correlated with the brand's positioning. This study identifies brand positioning, consumer psychological pathways, and platform mechanism promotion as the driving factors for different types of brands within the three-stage model. Two cases have confirmed that the "attraction - trust - conversion" model can explain the psychological path of consumers in short-video marketing. Nevertheless, the specific mechanism varies depending on the brand positioning.

4. Recommendations

4.1. Recommendations for Short Video Platforms

Short-video platforms serve as a bridge for content dissemination and connecting with consumers. Platforms such as Xiaohongshu and Douyin should further optimize their recommendation algorithm mechanisms. Platforms should not only rely on users' historical interests, but also incorporate content placement into the segmented interest model and situational variables [8]. This can reduce the homogeneity of the algorithms. The increasingly similar recommendation mechanisms of various platforms have led to users seeing overly repetitive content that lacks novelty, causing aesthetic fatigue. The new content is difficult for users to see, which reduces their interest and experience. It also mitigates the negative effects caused by excessive marketing. Meanwhile, short-video platforms should allow users to manage their own interest tags, add tags for the content they want to watch and delete tags for the content they do not wish to see. This thereby enhances the users' sense of satisfaction and trust.

4.2. Suggestions at the Brand Level

For brands, they should select the driving factors that are suitable for their marketing strategies based on their own positioning in the market within the three-stage model. Popular budget brands such as Perfect Diary can increase brand exposure to a wider range of user segments by continuing to strengthen social endorsements and collaborations with KOLs as well as ordinary individuals. It thereby makes the brand more mainstream. At the same time, popular brands should enhance emotional storytelling by having ordinary people and key opinion leaders share their real experiences and daily encounters on short-video platforms. This approach is more likely to evoke emotional resonance among the younger generation. A significant portion of the "student group" do not have a stable source of income. They tend to prefer products with good value for money and place great emphasis on authenticity. However, for luxury brands like Dior, it is necessary to strike a balance between the luxurious narrative and the emotional resonance with the users. They not only need to implement scarcity and authoritative marketing strategies, but also should use immersive user interaction mechanisms such as AR experiences and virtual makeup trials when marketing on short-video platforms. This is done to further enhance users' satisfaction with the high-end experience of luxury brands and to increase user retention.

5. Conclusion

This study constructs a three-stage consumer psychological path model of "attraction-trust-conversion", and through a comparative analysis of two case studies of Perfect Diary and Dior,

explains the differences in the consumer purchase path mechanism of different positioned brands in the marketing of short-video platforms. The research results show that the popular brand Perfect Diary, by relying on evaluation narratives and social endorsements, effectively transforms consumers' purchase intentions through emotional resonance and UGC interaction content in the three-stage model. Dior, on the other hand, builds a high-end brand image and an outstanding purchasing experience at the trust and conversion stages by relying on luxurious narratives and scarcity marketing. The conclusion that can be drawn from this study is that consumers' purchasing decisions do not develop along a single path but are influenced by the combined effects of brand positioning, platform mechanisms, and the psychological paths of consumers. This research not only fills the gap in existing studies by providing a systematic analysis of brand positioning differences, platform algorithms, and the entire path of user psychological changes in the context of short-video marketing, but also offers a three-stage model framework for consumer psychology to the academic community. At the practical level, this research offers valuable suggestions that can serve as a reference for short-video platforms and brand owners. Firstly, the platform can enhance the user experience and trust by optimizing the recommendation mechanism and customizing the management of interest tags. Secondly, brands can flexibly select the driving factors that are suitable for their own strategy based on their positions in the market to further enhance the efficiency of content and conversion. Future research should focus on conducting comparative studies across different product categories, cultures and platforms, to further confirm the universal applicability and variability of the three-stage model. In addition, future research can further conduct detailed analysis by integrating big data to examine the specific age groups and platform preferences.

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