Doctoral Thesis

A Study on Chinese Short-Video Using Social
Media Advertising Model

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Media Advertising Model
(ソーシャルメディアの広告モデルを用いた中
国のショートビデオの研究)

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Abstract

This paper uses the "Social media POE model" to study the short video in China from the viewpoint of advertising effectiveness.

In recent years, digital technology has advanced rapidly, and in the "Creator Economic" era, social media has come to occupy a significant weight as an advertising method. Social media was defined as the content individuals and organizations created and interacted with on the Internet. The social media advertising effect contributes critical importance and a broad perspective to the spread of innovation. Research on social media such as Facebook and YouTube was flourishing, short video social media (hereafter Short video) has received little attention.

The "Social media POE model" proposed by Kerr et al. (2020) was used to verify the advertising effectiveness on short video users. There were three research questions. RQ1: Can the social media POE model explain Chinese short-video advertising? RQ2: Are the social media POE model different among Chinese Generation Y often viewing short-video? RQ3: How do Chinese Generation Y perceive short-video advertising? A total of eight hypotheses were set for R.Q. ① and R.Q. ②, and the numerical data collected in the questionnaire survey were verified using correlation analysis and covariance structure analysis (Amos). RQ③ was verified based on the grounded theory of qualitative data collected in the interview survey.

The results can be explained by applying the short video to the model (RQ①), the

group of 18 to 30 years old has a weak advertising effect in the model (RQ②), and the appearance of the short video. Story-telling-centric content is more preferred than traditional product-centric advertising (RQ③).

Theoretical contributions have revealed a lack of owned media in the effectiveness of short video advertising. Secondly, this dissertation found a discrepancy between young Chinese users to short-video ads. Thirdly, this dissertation proposed a more suitable model named the short-video version of the POE model for advertising effect on short-video. Managerial contributions revealed which of the POE model had the most beneficial effects. Second, it cautions businesses that rely solely on traditional promotional methods, advising them to pay more attention to content that Generation Y prefers. Third, there is implied importance in protecting the personal intellectual property of enterprise influencers.

Keywords: Short-video, social media, advertising, SEM, grounded theory, TikTok (Douyin, in Chinese), China

概要

　本論文は、「Social media POE model」を用いて、中国のShort videoの研究を広告効果の観点から行ったものである。

　近年、デジタル技術は急速に高度化しており、「Creator Economic」と言われる現代において、Social mediaが広告手法として大きなウェイトを占めるようになってきた。Social mediaとは個人や組織が制作しネット上で相互交流するコンテンツをいう。Social mediaによる広告効果は、イノベーションの普及に決定的な重要性と幅広い展望をもたらす。Facebook、やYouTubeなどのSocial media研究は盛んだが、Short video social media（以下、Short video）は中国で急速に発展したことから、新たな広告ツールとしてほとんど研究者に注目されず、それに関する研究は極めて少ない。

　本論文では、TikTokを代表として取り上げ、Kerr et al. (2020)が提唱した「Social media POE model」（以下、当該model）を使用して、Short videoのユーザーにおける広告効果を検証した。3つのResearch Questionを設定した。①Short videoの広告効果を当該modelにあてはめて説明することが可能か（RQ①）、②当該modelにおいて中国のY世代の間の違いによって異なる広告効果が示されるのか（RQ②）、③Short videoは中国のY世代にどのように認識されているのか（RQ③）。RQ①及びRQ②について計8つの仮説を設定し、アンケート調査で収集した数値データを、相関分析と共分散構造分析（Amos）を用いて検証した。RQ③はインタビュー調査で収集した定性データをGrounded theoryに基

づき検証された。

　その結果、Short videoは当該modelにあてはめて説明することが可能であること（RQ①）、当該modelにおいて18才から30才のグループは広告効果が弱いこと（RQ②）、Short videoの出現によって、従来のプロダクト（モノ）中心の広告よりも、Story-telling（物語）中心のコンテンツの方がより好まれていること（RQ③）、が分かった。

　本論文の理論的貢献の第１は、Short videoにおいてOwned mediaの広告効果の弱さを明らかにしたこと、第２は中国のY世代間におけるShort videoの広告効果の差異を見出したこと、そして第３はShort videoの広告効果を進展させるツールとして、POE modelのShort videoバージョンモデルを提案したことである。また、実践的貢献の第１は、POEの各項目の広告効果に関するエビデンスを提供したこと、第２は従来のプロモーション方法に安住している企業に対して、中国のY世代が好むコンテンツの重要性を指摘したこと、そして第３は、企業に雇用されたインフルエンサー個人の知的財産保護の重要性を示唆したことである。

キーワード：Short video、TikTok（中国語:Douyin）、Social media、広告、SEM、グラウンデッドセオリー、中国

Acknowledgments

Time flies by, the scene of the opening ceremony of 2019 golden autumn is still vivid in my mind, and Now I have spent five years in Japan. This semester is the end of my doctoral dissertation. Looking back on this precious time, which is bound to be unforgettable in my life, I have mixed feelings. Along the way, there are confusion, hesitation, and confusion, but also firmness, laughter, and joy, and countless sleepless nights. At this time, I would like to extend my most sincere thanks to those who have helped me; because of you, this journey is finally completed.

First, I would like to express my heartfelt thanks to my teacher, professor Takashi Natori, for his careful guidance and care during the two years of the master's program and the three years of the doctoral program. Professor Takashi Natori has devoted a lot of effort to selecting the topic, determining the research framework, and the final draft of this paper.

On completing this paper, I would like to express my heartfelt thanks to Professor Takashi Natori, Professor Kuniaki Tanaka, Professor Katsutoshi Furuta for their earnest teachings and caring for me over the past years. Their rigorous scholarship, profound knowledge, broad academic vision, farsighted view, penetrating to the point, often grasp the principal contradiction from the complex, realistic phenomenon and extract the critical scientific problems. It makes me deeply admire, deeply inspired, and benefit a lot.

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1. Introduction

Throughout the 1900s, advertising consisted of direct communication with consumers, with delivering information about products or services, but advances in technology have since affected the form and mechanisms of advertising. Social media, as a powerful new advertising tool, has attracted substantial attention in many industries. The Internet-based channels available via social media allow users to interact opportunistically and to self-present, either in real-time or asynchronously, with broad and narrow audiences who derive value from user-generated content and the perception of interaction with others (Carr & Hayes, 2015). However, short-video social media (hereafter short-video) as one type of emerging advertising tool has attracted little attention from academics. The literature on social media has been focused instead on pictures, literacy, and online videos (Akar & Mardikyan, 2021; Li et al., 2018; X. Zhang et al., 2019). In particular, the literature has mainly examined Twitter and Facebook (internationally), Weibo, and WeChat (in China). These platforms are referred to as "traditional social media" in this dissertation.

This dissertation investigates the relationship between advertising and social media in the context of TikTok (Douyin in Chinese). The research question is derived based on a review of advertising studies conducted in the current decade.

1.1. Background

The growth of information and communication technology (ICT) has resulted in a substantial rise in YouTubers and bloggers. ICT led to literary and picture content on social media and a new profession that generates income by producing and publishing audio programs on social media. The result is the "creator economy" (see **Figure 1-1**).

Figure 1-1 Creator economy
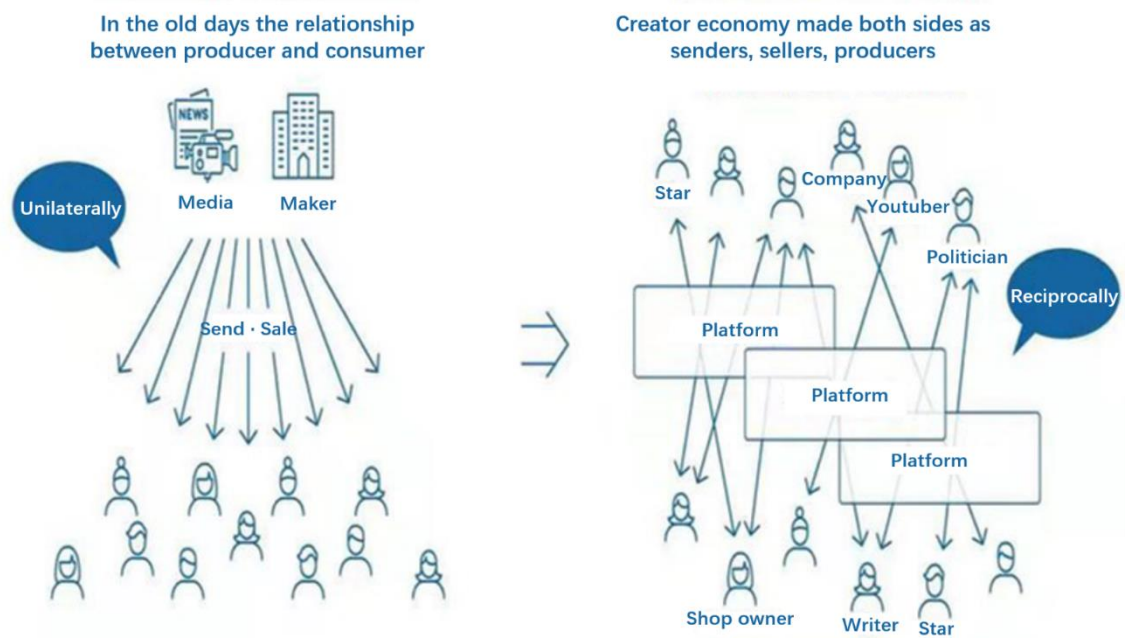
Source: Creator economy association (2021)

A following of 1,000 "super fans," if each one spends $100 per year, could alone generate a person's entire living; moreover, such a following may also lead to other sales. Creators can now use social media to cultivate fan bases and share their newest works, and today's younger generations look to the creators most successful at this effort as

influencers (Geyser, 2021). The younger generations, i.e., Generation Y (born 1981 to 1994) and Generation Z (1995 to 2001) (Bejtkovský, 2016), do not follow the classic movie and television stars because they do not waste their limited time going to movies or watching scheduled television (Geyser, 2021).

The short video offers three advantages over traditional media in intelligence acquisition (see **Table 1-1**).

Table 1-1 Difference between short-video and online video

	Short video	**Online video**
The length	15 seconds~5 minutes	10~20 minutes
Content	Concentrated	Scattered
Variety	Various	Simple

Source: Author

Firstly, short videos are shorter and more straightforward to produce. A short video is usually from 15 seconds to 5 minutes; online videos on traditional social media are 10 to 20 minutes. Secondly, the more concentrated content tends to be higher-quality content. Because the short-video platform limits users to less than 5 minutes, creators must strive to present their exciting content or statements in a concise manner. Thirdly, quality short videos can be made easily thanks to new video production technology. Making a short video is a straightforward process on a mobile phone. Accessible software can offer additional functions, such as editing, special effects, and lighting. Thus, the content of short videos can be diversified. In short, short videos are more efficient in information

acquisition than traditional social media.

To hold the attention of younger audiences, enterprises are gradually abandoning traditional social media platforms, including print, video, and television mediums as well as early literary and pictorial social media. Businesses in China, which is a rapidly developing country, are applying increasingly cutting-edge technologies and adopting new advanced social media apps as they emerge.

Advertising plays a critical role in information delivery for both audiences and enterprises. Accordingly, the transformation trend towards global digital advertising is also prompting the further development of short videos. The global digital advertising expenditure (including on P.C.s, laptops, and mobile phones) reached 378 billion U.S. dollars in 2020 (Global Advertising Spending, 2021) (see **Figure 1-2**).

Figure 1-2 Digital advertising spending worldwide 2019-2024
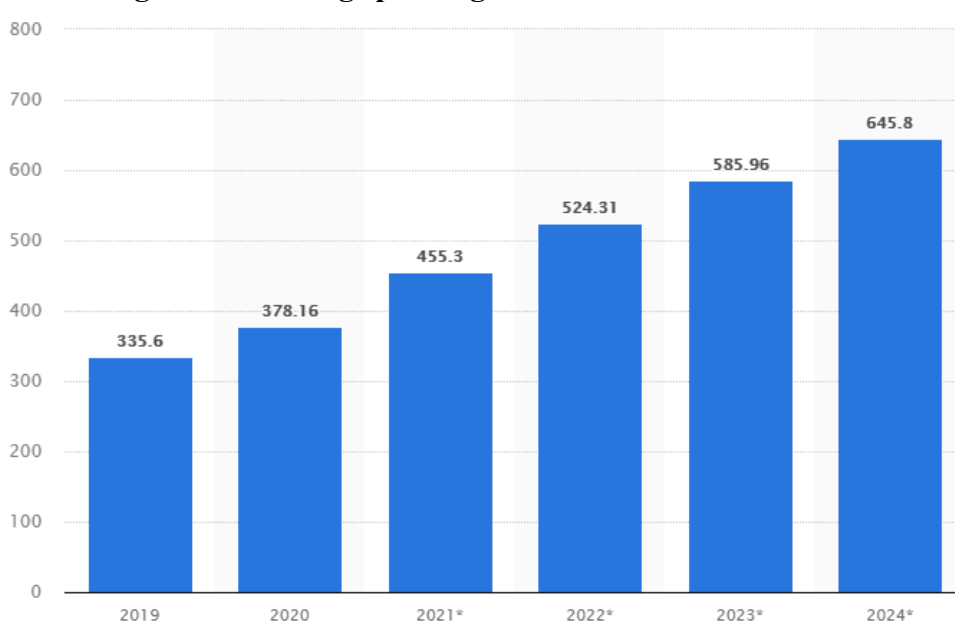
Source: Statista (2020)   *In billion U.S. dollars

Mobile digital marketing is a strongly invested subsector of the digital advertising market. It is expected to grow from 276 billion U.S. dollars in 2020 to about 73% of total expenditure by 2022. **Figure 1-2** is predicted to constantly increase in the coming years, reaching 646 billion U.S. dollars by 2024. As a result, short videos are a rational product concept, and enterprises wishing to stay competitive must cater to the market demand. At present, the short video has good development prospects.

1.2. Advertising studies in the current decade

CiteSpace is a free Java program that visualizes and analyzes trends and patterns in scientific publications. Citespace also has several features that aid in comprehending and interpreting network and historical designs (Chen, 2006). It entails recognizing rapidly growing thematic regions, locating citation hotspots within the land of publications, breaking a network into clusters, automatically labeling clusters with phrases from citing articles, geographical patterns of collaboration, and distinctive locations of international cooperation. The author used CiteSpace to conduct a bibliometric to understand advertising evolution in the current decade. Bibliometrics is an effective research method in the field of social science. Its unique design logic, data collection, and analysis techniques have formed its system as an increasingly mature research method (Chen, 2006).

The author obtained data from the Social Sciences Citation Index (hereafter SSCI) in

the Web of Science Core Collection (hereafter WOS) to examine the development of advertising research. It indicates that the number of papers published on advertising has grown fast between January 1st, 2009, and December 31st, 2019. Explosive growth started in 2016, with statistics from WOS indicating 74,452 citations, with 17.62 average citations per item.

Table 1-2 Classification of literature

Field	Volume	Percent
Business	2,895	71.4%
Management	793	19.6%
Economic	799	19.7%

*Sum of percent is not 100% because some articles belong to the same field.
Source: Yu & Natori (2020b)

Given the enormous volume of data, the author searched the term "advertising" in three major linked fields—business, management, and economics—which is the most connected to the advertising industry in WOS. CiteSpace produced 4,617 articles, with the distribution of literature in significant disciplines presented in **Table 1-2**.

Citespace removed duplicates automatically, resulting in 4,168 items: review, book chapters, early accesses, proceeding papers, and retracted publications, only leaving 4071 articles. **Table 1-3** shows the top ten most-mentioned papers for analysis and visualization.

As a result, it showed that (Godes & Mayzlin, 2009; Kozinets et al., 2008; Trusov et al., 2008.) word-of-mouth had had substantial influence. Studies by (Calder et al., 2009; Chintagunta et al., 2010; de Vries et al., 2012) on the effects of online advertising followed closely. The rest of the list comprises the work of (Servaes & Tamayo, 2013) on customer

awareness, that of (Stieglitz & Dang-Xuan, 2013) on emotions and information diffusion, that of (Mollen & Wilson, 2010) on consumer experience, and that of (Lewellen et al., 2010) on asset pricing tests. These studies derived from cross-references regarding advertising or advertising effects. This research constitutes our preliminary understanding of advertising research.

Table 1-3 The top ten most-mentioned papers

Authors	Total Citations	Average
Trusov et al. (2009)	849	76.75
Kozinets et al. (2010)	678	65.36
Vries et al. (2012)	487	62.56
Servaes et al. (2013)	366	55
Stieglitz et al. (2013)	332	50.88
Mollen et al. (2010)	339	36.36
Godes et al. (2010)	311	27.67
Lewellen et al. (2010)	295	29.45
Calder et al. (2009)	288	26.92
Chintaguanta et al. (2010)	280	28.91

Source: Yu & Natori (2020b)

Citespace produced seven research-cluster groups named the document co-citation network formed around with research keywords in each direction. See **Figure 1-3** and specific data in **Table 1-4**. However, CiteSpace does not produce **Cluster #3** and **#6** below because there was too little data.

Table 1-4 Related literature in the research cluster

Author	Article	Journal
#0	*Assessing Advertising Efficiency*	
(Bleier & Eisenbeiss, 2015)	The Importance of Trust for Personalized Online Advertising	Journal of Retailing
(Stieglitz & Dang-Xuan, 2013)	Emotions and Information Diffusion in social media-Sentiment of Microblogs and Sharing Behavior	Journal of Management Information System
#1	*Comparable Self-Report Measure*	
(Wilcox et al., 2009)	Why Do Consumers Buy Counterfeit Luxury Brands?	Journal of Marketing
(Okazaki et al., 2009)	Consumer Privacy Concerns and Preference for Degree of Regulatory Control	Journal of Advertising
#2	*Moderating Role*	
(Jin & Phua, 2014)	Following Celebrities' Tweets About Brands: The Impact of Twitter-based Electronic Word-of-Mouth on Consumers' Source Credibility Perception, Buying Intention, and Social Identification with Celebrities	Journal of Advertising
(Boerman et al., 2017)	"This Post Is Sponsored" Effects of Sponsorship Disclosure on the persuasion Knowledge and Electronic Word of Mouth in the Context of Facebook	Journal of Interactive Marketing
(Kozinets et al., 2010)	Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities	Journal of Marketing
(Moon et al., 2010)	Dynamic Effects Among Movie Ratings, Movie Revenues, and Audience Satisfaction	Journal of Marketing
#4	*Online Advertising*	
(Y. Zhang & Shrum, 2009)	The Influence of Self-Construal on Impulsive Consumption	Journal of Consumer
(Fransen et al., 2015)	A Typology of Consumer Strategies for Resisting Advertising, and a Review of Mechanisms for Countering Them	International Journal of Advertising
(Buil et al., 2013)	Examining the Role of Advertising and Sales Promotions in Brand Equity Creation	Journal of Business Research
#5	*Adolescent Responses*	
(Trusov et al., 2008)	Effects of Word-of-Mouth Versus Traditional Marketing: Findings from an Internet Social Networking Site	Journal of Marketing
(Fleder, 2009)	Blockbuster Culture's Next Rise or Fall: The Impact of Recommender Systems on Sales Diversity	Management Science
(Kozinets et al., 2010)	Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities	Journal of Marketing
(Tucker, 2014)	Social Networks, Personalized Advertising, and Privacy Controls	Journal of Marketing Research

Source: Yu & Natori (2020b)

Cluster #0 Assessing Advertising Efficiency: According to **Figure 1-3**, advertising efficiency is the first cluster to reach the threshold in the field of advertising research, with the main keywords being impact, model, information, price, market, sale, competition, media, and quality. Although there is a relatively large total of literature, centrality is generally limited, with a somewhat close relationship with other clusters. The literature review for this field found that this group's research mainly focused on social media, with the oeuvre being (Bleier & Eisenbeiss, 2015; Stieglitz & Dang-Xuan, 2013).

Figure 1-3 The document co-citation network

Source: Yu & Natori (2020b)

Cluster #1 Comparable Self-Report Measure: This cluster featured the main

keywords for the response, attitude, knowledge, and trust. (Okazaki et al., 2009; Wilcox et al., 2009) Studied consumer "attitude," demonstrating that the functions served by attitudes toward one consumer good can influence consumer preferences for others– Albeit related—consumer good. Result underscored the finding's importance by its potential to inform the theoretical inquiry into marketing domains, such as brand extension, brand alliance, and corporate branding.

Cluster #2 Moderating Role: The main keywords for this cluster were advertising, strategy, performance, determinant, innovation, and promotion, with the oeuvre being (Boerman et al., 2017; Jin & Phua, 2014; Kozinets et al., 2010; Moon et al., 2010). The author has focused on word-of-mouth; given the personal aspect of "following" a favorite celebrity and their tweets, users may display a genuine desire to develop online connections with these celebrities, generating the possibility for spreading knowledge of companies and goods.

Cluster #4 Online Advertising: The main keywords for this cluster were advertising effectiveness, involvement, memory, brand, persuasion, television, and attention, with the oeuvre being (Fransen et al., 2015), who demonstrates that such resistance-neutralizing tactics were more effective when tailored to the specific resistance strategy adopted by consumers. Meanwhile, (Y. Zhang & Shrum, 2009) revealed that self-construal relates to how individuals view themselves connected with other people, who interpret themselves

as autonomous, consider themselves separate from the group, tend to put a high value on uniqueness and individual achievements. Elsewhere, (Buil et al., 2013) studied advertising spending and the attitudes of individuals toward advertising. Most brand-equity studies have focused on advertising spending and the promotion frequency on brand equity. In contrast, the author also analyzes individual attitudes toward advertisements and nonmonetary promotions.

Cluster #5 Adolescent Responses: The main keywords for this cluster were consumer, social media, perception, consumer, Facebook, behavior, and consumption, with the oeuvre is (Fleder, 2009; Kozinets et al., 2010; Trusov et al., 2008; Tucker, 2014); those studies considered teenagers in the context of diverse social media.

Keywords in previous studies are often used to articulate a particular research topic. The distribution and history of study subjects might intuitively represent changes in hot areas, research methodologies, and analytical perspectives for different time series.

Thus, the correlation between keywords can reveal the internal relationship between different research perspectives or methods.

The author employs a crucial co-occurrence analysis to uncover primary research paths and hot areas throughout advertising research, thereby exposing the growth of the theme framework. The co-linear network map—featuring keywords as nodes—was obtained by running the visualization software. As a result, the diagram of keyword

evolution according to time zone—presented in **Figure 1-4**—and the list of keyword centrality—shown in **Table 1-5**, which help to understand the importance of the keyword.

CiteSpace also produced a detailed diagram of keyword evaluation below based on the data from the research cluster. The author only introduced the core path in this dissertation and manually marked it with a red arrow in **Figure 1-4** because this line is the focus of the dissertation——Media, social media, intention, Facebook.

The social media shown in the core path is not the same concept as the social media in this dissertation. It showed that the route evolved into Facebook-related research. Facebook is primarily literary, picture, and online video. However, it is different with professional short-video platforms such as TikTok (Douyin, in Chinese), Kwai (Kuaishou, in Chinese), and Wesee (Weishi, in Chinese).

Figure 1-4 Diagram of keyword evolution
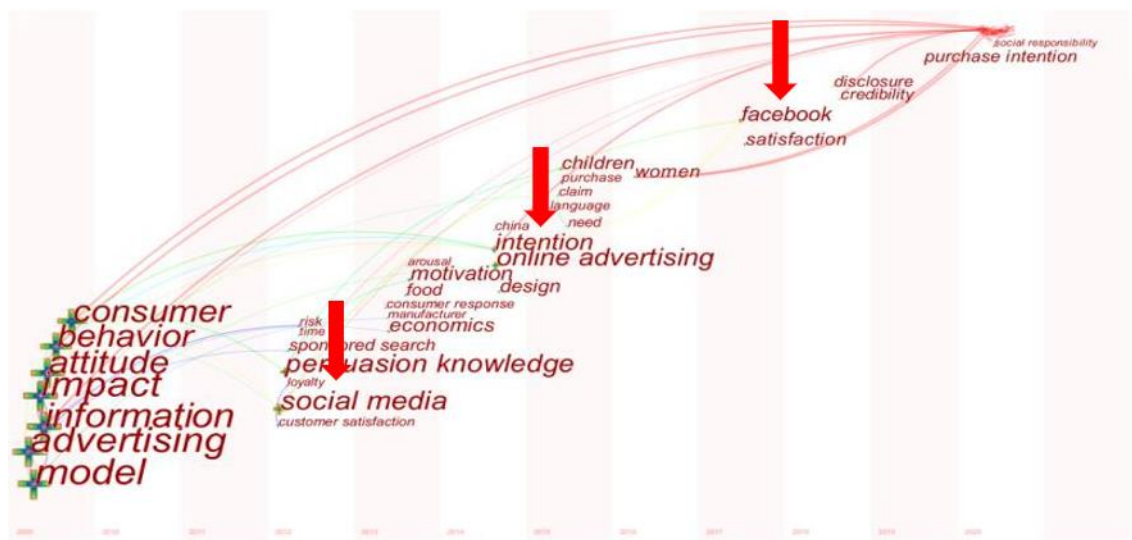
Source: Yu & Natori (2020b)

The centrality of terms represents their relevance in the co-occurrence graph. The greater its centrality, the more crucial its place is in the system.

Table 1-5 Keyword centrality

Year	Keyword	Centrality
2009	model	0.06
2009	advertising	0.14
2009	impact	0.11
2009	information	0.13
2009	attitude	0.07
2009	consumer	0.07
2009	behavior	0.04
2012	social media	0.07
2012	online advertising	0.01
2012	Facebook	0.03
2012	motivation	0.02
2012	economics	0.02
2012	design	0.02
2012	children	0.01
2013	women	0.07
2013	food	0.04
2013	sponsored search	0.03
2013	purchase intention	0.04
2013	disclosure	0.02
2014	credibility	0.03
2014	need	0.01
2014	claim	0.03
2015	China	0.02
2015	risk	0.04
2015	the persuasion knowledge	0.03
2016	consumer response	0.02
2017	customer satisfaction	0.02
2018	loyalty	0.01
2018	arousal	0.02
2019	time	0.02
2019	Social responsibility	0.07

Source: Yu & Natori (2020b)

Table 1-5 showed that this dissertation screened path criticality according to the degree of centrality to identify has been split scientifically.   It means that the higher centrality it has, the important it is. Online advertising research was in its infancy between 2009 and 2012. This stage can be characterized by the introduction of the concepts of "consumer" (0.07), "attitude" (0.07), and "behavior" (0.04), with centrality being relatively high. Since 2012, specific research objects—such as Facebook—have produced further studies on the differentiation between women (0.07), children (0.01), and other consumers. Beginning in 2013, "purchase" (0.04) and "persuasion" (0.03) have dominated.

However, the degree of centrality was relatively low, meaning advertising research had entered the branch expansion stage. Between 2016 and 2019, "social responsibility" (0.07) constituted most research. To address the dissertation's limitations by Fetscherin et al. (2012), we analyzed "hot topics." See, **Figure 1-5**. Identifying research frontiers can provide researchers insight into trends and predict the direction of the field's development. The research frontier can usually analyze the changes in occurrence times for words or phrases representing the research content. Compared with traditional high-frequency keyword analysis, emergent keywords are more suited to detecting sudden changes and emerging trends in the discipline's development.

When analyzing the emergent words, the visual analysis software extracts the mutated terms from the title, abstract, link words, and identifiers to reveal the changing trend and reflect its position on the frontier of advertising research. With the emergence

detection algorithm built into the software, CiteSpace sorted research hot-topics to produce **Figure 1-5**, representing the 18 keywords responsible for the strongest citation bursts.

Figure 1-5 The keywords for the strongest citation bursts

Keywords	Strength	Begin	End	2009 - 2020
marketing	9.8191	2009	2014	
united states	8.5423	2009	2012	
innovation	15.5374	2009	2012	
perspective	7.8445	2009	2012	
judgment	12.481	2009	2011	
commercial	9.213	2009	2011	
decision making	7.9707	2010	2012	
industry	7.9259	2011	2013	
food	8.599	2013	2014	
online advertising	13.5066	2014	2018	
gender	8.4382	2015	2016	
motivation	11.4839	2015	2016	
social media	15.1355	2016	2020	
facebook	12.6234	2017	2020	
persuasion knowledge	8.5404	2017	2020	
management	11.6483	2017	2018	
intention	9.5619	2018	2020	
attention	7.7144	2018	2020	

Source: Yu & Natori (2020b)

Column 1 shows the most cited keywords.

Column 2 indicates that the greater the emergence intensity, the more often the

keyword appears in the short term; greater power often represents a short-term research hotspot during the period.

In Column 3, starting time refers to when the keyword's sudden growth began, and a large amount of research literature entered the field.

In Column 4, end time represents when the keyword stopped emerging, and there were no longer many studies indicating a gradual decline in the trend.

Column 5 is a color band providing an intuitive visual display of the emergent situation. The length of the period is the span of literature. The red part represents the period when the corresponding keyword emerged.

The top 18 keywords were the most used in the advertising field. Five keywords continued being "hot" until 2019: social media, Facebook, persuasion knowledge, intention, and attention.

Therefore, we thought that social media still needs more research. Short videos based on new technologies. Following this step, the author selected five keywords directly related to advertising and searched for them in the SSCI in the WOS; the author read those papers searching for the criteria to guide future research. Having identified the most powerful citation bursts, the author now considers the oeuvre for each category.

Social media

Within the advertising sector of the SSCI in the WOS, 366 articles employed the social media keyword. The typical study selected was (de Vries et al., 2012), reference

570, which revealed that, in 2011, more than 50 percent of social media users followed companies on social media. Companies were progressively investing in social media, as demonstrated by the $4.3 billion of global marketing expenditure on social networking sites. Managers embraced social media to create ties and communicate with consumers. The low-level interactive brand post attributes were not substantially associated with the number of likes. The top position of a brand post was important and positively linked with the number of likes. Remarkable brand post qualities were not substantially associated with the number of comments. Neither other vivid and engaging brand post qualities nor the substance of the brand posts was discovered to alter the number of words. Ultimately, this research demonstrated that the percentage of positive and negative comments relative to neutral comments was positively associated with brand post popularity. Here is another piece of evidence that short video has Not caught the attention of international academics:

According to the investigation, 366 SSCI articles in the WOS used keyword social media in advertising almost focused on online-video, picture, and literary social media. The reason why is that most international scholars are from developed countries and English-speaking areas. In subjectively, they have been communicating inefficiently with developing and non-English-speaking countries, such as China. The short video appeared in China in 2016, but it finally became popular in the world close to 2019.

So far, there are mainly 3 points:

1. Previous studies almost only focused on video, picture, and literature in

advertising.

2. In advertising, there were not any studies in the Chinese short video.

3. Previous studies are less focused on comparing all primary types of social media as the research object in advertising.

Therefore, there is very lacking international mainstream research on short video environments in advertising.

1.3. Research question

This dissertation examines whether the POE model derived from Kerr and Richards (2021) can explain the short-video environment on TikTok, one of the most popular short video apps. Where the model does not apply, the dissertation conducts further exploration into how participants perceive short-video advertising.

The dissertation focuses on TikTok as a research object. The Chinese short-video application TikTok has achieved international momentum, exceeding the download totals of other extensive programs such as YouTube, Facebook, and Instagram in 2018 (Kaya, 2018).

The model of Kerr and Richards (2021) is selected in part because it was presented via publication in a leading journal in the field of advertising. The authors summarized the many definitions of advertising from predecessors and interviewed many existing advertising experts to generate the following definition of advertising, which incorporates

five typical criteria: Advertising is (1) paid, (2) owned, or (3) earned mediated communication which is activated by an (4) identifiable brand and intends (5) to persuade (POE model) the consumer to make some cognitive, affective, or behavioural change (either now or in the future).

1.3.1.Research question 1

All innovative products and services rely on diffusion for social and economic value. Messages need to educate customers during the early stages, impress customers during the middle stages, and be retained by customers in the longer term. Many previous studies have sought a universal advertising theory on social media that could be applied internationally (Kerr & Richards, 2021). This dissertation asks if the advertising theory of Kerr and Richards (2021) can explain the short video environment in China. This research question is answered by forming and testing seven hypotheses; these hypotheses are presented in Section 6.

RQ1: Can the social media POE model explain Chinese short-video advertising?

1.3.2.Research question 2

In recent years, a great deal of marketing research has focused on Generation Y.

Several studies have examined perceptions of social media with Generation Y participants (Brownbill et al., 2018; Rummo et al., 2020; Yunus et al., 2019). This dissertation focuses on Generation Y in China. The Chinese Generation Y, born between 1977 and 1994 (Thalgaspitiya, 2021) or from 1981 to 2000 (Bristow et al., 2011), are about 18–45 years old as of 2021. This generation consists of pragmatic and elusive consumers who have grown up in a media- and technology-saturated environment (Thalgaspitiya, 2021).

In 2019, Generation Y was no longer limited to any one channel or marketing technique. Television, social media, radio, and print are four popular routes used to reach this market. To reach Generation Y, brands must adopt the cutting-edge technology. Worldwide, Generation Y is consuming and generating today's and tomorrow's new technologies, languages, and fashions; companies need to associate their brands and products with these new trends in order to succeed with this audience. Hence, the dissertation asks the following research question:

RQ2: Is the social media POE model different among Chinese Generation Y often viewing the short video?

To answer this question, a multi-group analysis was conducted. An absolute value of the Z-Score more significant than 1.96 was used to indicate whether a discrepancy exists in the advertising effect on Generation Y.

1.3.3.Research question 3

The dissertation also explores whether the essential aspects of advertising explain the current Chinese setting. The urgent demand to distribute vital social media characteristics in advertising is a result of advertising adjusting to the variations in popular mediums (Kerr & Richards, 2021). China is at the forefront of this demand, as evidenced by the popularity of short-video apps like TikTok. Therefore, the dissertation asks the following question:

RQ3: How do Chinese Generation Y perceive short-video advertising?

To answer this question, the dissertation aims to understand the considerations of the participants. The dissertation's objective is to make sense of or interpret the worldviews of others instead of beginning with a theory such as post-positivism (Creswell & Creswell, 2018). Via interview, participants were presented with questions that became increasingly comprehensive and generic to allow the participants to generate meaning from a scenario. Based on the responses, a theory of meaning was developed inductively. Hypotheses are not tested in qualitative research, so coding was used to produce results (Charmaz & Belgrave, 2012); interviews continued until no new criteria emerged.

1.4. Chapter overview

Figure 1-6 Research avenues


```
                              ┌──────────────────┐
                              │   Introduction   │
                              └──────────────────┘
                                       │
┌─────────────────────────────┐        │
│ RQ1: Can the social media    │        │
│ POE model explain Chinese    │        │
│ short-video advertising?     │        ▼
│ RQ2: Are the social media    │ ┌──────────────────┐
│ POE model different among    │─│ Literature review│
│ Chinese Generation Y often   │ │ Research purpose │
│ viewing short-video?         │ └──────────────────┘
│ RQ3: How do young Chinese    │        │
│ Generation Y consider        │        ▼
│ short-video advertising?     │ ┌──────────────────┐    ┌────────────────────────────┐
└─────────────────────────────┘ │    Hypothesis    │◄───│ There was not hypothesis     │
                                 └──────────────────┘    │ only RQ3 because Charmaz     │
                                          │              │ (2012) indicated that in     │
                                          ▼              │ qualitative research,        │
                                 ┌──────────────────┐    │ hypotheses are not tested.   │
                                 │    Research       │    │ Rely on coding to produce    │
                                 │   methodology     │    │ results.                     │
┌─────────────────────────────┐ └──────────────────┘    └────────────────────────────┘
│ Correlationship analysis     │─────────►│
│ Multi-group analysis         │          ▼
│ Grounded theory              │ ┌──────────────────┐    ┌────────────────────────────┐
└─────────────────────────────┘ │ Research result  │◄───│ 1. There was only H5         │
                                 └──────────────────┘    │    rejected.                 │
                                          │              │ 2. A new model was proposed. │
                                          ▼              └────────────────────────────┘
                                 ┌──────────────────┐
                                 │   Discussion      │
                                 │   Conclusion      │
                                 │   Contribution    │
                                 │   Limitation      │
                                 │   Future research │
                                 └──────────────────┘
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Source: Author

Given the research problem, this paper comprises eleven chapters, with the specific research content of each chapter as follows:

Chapter 1 provides an introduction generally summarizing the whole paper. Firstly, the key concepts involved in articles are defined. Relevant background information was introduced. Finally, the research question is shown.

Chapter 2 is the paper's literature review. This section introduced a definition of social media, short-video, and advertising in short-video. The author explained social media, and a table showed what social media is and what it is not. Then, the status of short-video and advertising forms was introduced here.

Chapter 3 is the research purpose. This dissertation has three research purposes for analyzing the advertising effect by using the POE model:

1.   The goal of quantitative study 1 is to clarify the efficacy of social media POE in helping identify companies and convincing customers in a short-video environment. Dependent variables are paid media, owned media, earned media, and identified brand. The Independent variable is persuasion, and conducted a test using Amos, a professional program for SEM.

2.   The goal of quantitative study 2 is to clarify the persuasion of the social media POE model in the short video for Generation Y. Dependent variables are paid media, owned media, earned media and identified brand. The Independent variable is persuasion and conducted a test using SPSS, a professional program for multi-group analysis.

3. The qualitative study's objective is to comprehend the new features of advertising in short videos properly. Grounded theory was applied in this investigation. The author uses professional software NVivo to code interview data to generate a unique view of short-video advertising from participants.

Chapter 4 hypothesis is shown in this section. This chapter systematically reviews, summarizes, and analyzes social media POE (Paid media, Owned media, and Earned media), the evolution of advertising core criteria from other researchers, and the relationships between variables. Based on this literature review, the chapter attempts to delineate the development context and status quo within existing research, identify research gaps as this paper's entry point, and provide a theoretical basis for this dissertation.

Chapter 5 is research methodology. Three research methods are used for this dissertation:

1. AMOS (structural-equation-modeling software): The representative social media criteria are selected, using the software on a sample of Chinese consumers to understand whether the relevant theories in current advertising fully conform to the current Chinese market.

2. SPSS (Variance analysis): The author conducted the multi-group analysis to test Generation Y's social media POE model on short-video Apps and understand whether the

existing theories are entirely suitable for them.

3. NVivo (grounded-theory software): The author selected Chinese users' in-depth interviews with TikTok (Douyin, in Chinese). Grounded theory is applied to explore relevant approaches suited to China's current market environment.

Chapter 6 showed research results and analyzed data from both quantitative and qualitative research.

Chapter 7, 8, and 9 include the paper's discussion, conclusion, and contribution, summarizing the main research conclusions and insights for industry figures and identifying the significant innovations and academic and industry implications.

Chapter 10 and 11 limitation and direction of future research was explained here.

2. Literature Review

Figure 2-1 presents a literature review map outlining this chapter. It is necessary to understand what social media is and is not. The three primary categories of social media named in the POE model are defined. Finally, the chapter details the status of short videos and definitions of advertising to clarify the research gap.

Figure 2-1 Literature review map
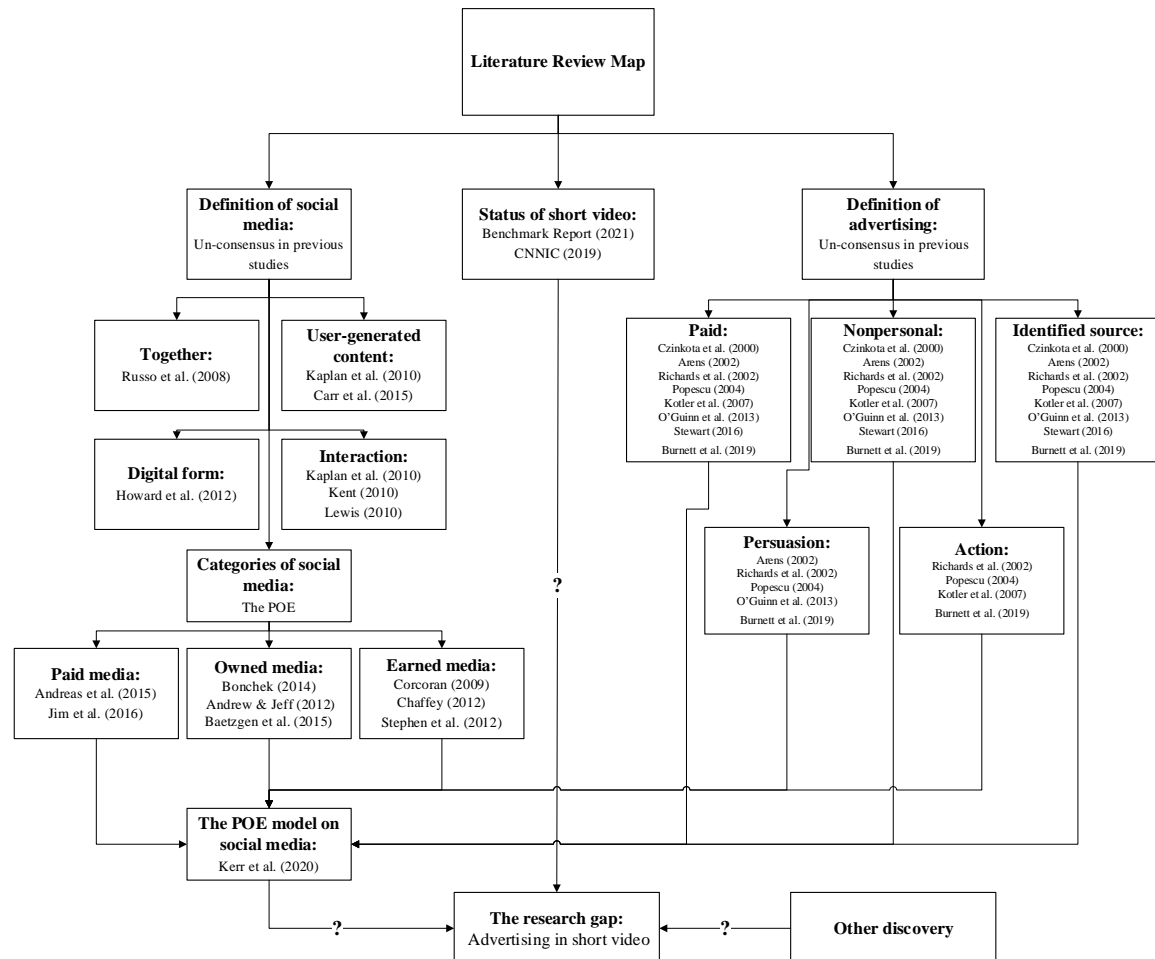
Source: Author

2.1. Definition of social media

What is social media today? The most prevalent social media networks are Facebook, YouTube, Instagram, and Twitter. There is a consensus about what social media tools are. However, there is no agreement on how to define the term *social media*, particularly across different research fields (Carr & Hayes, 2015). Yet communication disciplines and other disciplines need to share a common understanding of social media to form theories about its processes and consequences.

Table 2-1 Summary of the definition of social media

Author	Keyword of definition
(Russo et al., 2008)	Online communication, networking, and/or working together/team effort
(Kaplan & Haenlein, 2010)	User-generated content, interaction
(Michael, 2010)	Interaction
(Bobbi Kay, 2010)	Interact, produce, connect, and share content
(Howard & Parks, 2012)	Tools used to generate and disseminate material, the content that takes the digital form, the individuals, organizations, and industries that make and consume digital content
(Carr & Hayes, 2015)	Interact, in real-time or asynchronously, user-generated content

Source: Author

As shown in **Table 2-1**, social media enables digital communication, connection, and the ability to collaborate (Russo et al., 2008). Definitions often converge on the ideal social media related to digital technologies, emphasizing user-generated content or interaction (Kaplan & Haenlein, 2010). Social media consists of a series of Internet-based applications that expand on the idea-based underpinnings of Web 2.0, enabling the

production and sharing of user-created content (Kaplan & Haenlein, 2010). Channel characteristics are commonly used to explain to social media, indicating the directionality of communications or utilizing technologies like Facebook or Twitter to demonstrate engagement (Michael, 2010). Concise definitions concentrate on the nature of message production in social media. *Social media* serves as a term for digital technologies that enable individuals to connect, communicate, generate, and share information (Bobbi Kay, 2010).

Although the early stages of the emergence of social media already had these definitions, there were problems. The definitions could easily explain other communication technologies, such as email, while ignoring the unique technical and social support that distinguishes social media (Carr & Hayes, 2015). A more complex definition of social media is given by Howard and Parks (2012) as consisting of three parts:

> *(a) The information infrastructure and tools used to produce and distribute content; (b) the content that takes the digital form of personal messages, news, ideas, and cultural products; and (c) the people, organizations, and industries that produce and consume digital content.*

Although the above is a more robust definition, this focus on specific tools may be problematic because it misses the actual and potential social impact of these tools and limits the possible contributions to theoretical construction and the applicability of these

tools to descriptive research (Carr & Hayes, 2015). Carr and Hayes (2015) proposed that

social media can be defined as follows:

> *Internet-based channels allow users to interact opportunistically and selectively self-*
>
> *present, either in real-time or asynchronously, with broad and narrow audiences who*
>
> *derive value from user-generated content and the perception of interaction with*
>
> *others.*

2.1.1. Primary categories of social media

Which apps on the Internet are considered social media? **Table 2-2** shows what social

media is and is not. In addition, how many primary categories of social media exist?

Social media can be broadly divided into three categories based on content (Baetzgen &

Tropp, 2015; Kerr & Richards, 2021; Stephen & Galak, 2012): Paid, owned, and earned

(POE) media (see **Figure 2-2**).

Table 2-2 Examples of various social media apps

Social media	*Not a social media*
● Social network sites	● Online news services
● Professional network sites	● Wikipedia
● Chatboards & discussion fora	● Skype
● Social/Casual games (e.g., Farmville)	● Netflix
● Wiki "Talk" pages	● Email
● Tinder	● Online news
● Instagram	● SMS/Texts
● Wanelo	● Oovoo
● Professional short-video apps (e.g., TikTok, Kwai, Wesee)	● Tumblr
	● Whisper

Source: Modified based on Carr et al. (2015)

Figure 2-2 Primary categories of social media
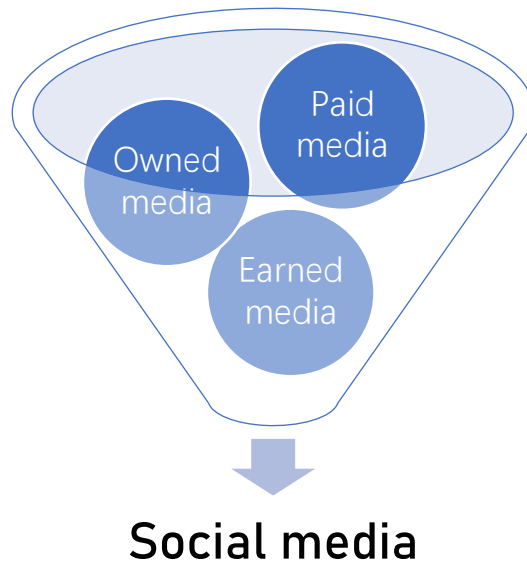
Source: Author

Paid media presents products that brand managers must pay media organizations or individuals to include (Baetzgen & Tropp, 2015). Paid media is "traditional advertising and various types of content that are contractually negotiated between organizations and mass media" (Macnamara et al., 2016). Paid media includes, but is not limited to, television advertising, print, and early Internet media. The latter is dominated by social media influencers in China today. Paid media mainly creates exciting content to attract fans, such as telling stories, funny-show, cooking, or language teaching.

Owned media refers to media products under the direct control of companies (Baetzgen & Tropp, 2015; Stephen & Galak, 2012). Owned media is media goods held by a firm whose primary product or service is not media, such as corporate websites and

official social media profiles (Baetzgen & Tropp, 2015). Owned media mainly promotes and reminds consumers of their brands, such as product introductions, sales, and advertising.

Earned media refers to consumers who edit or communicate journalistic communication about brands in social media (Stephen & Galak, 2012). Earned media is typically referred to as word-of-mouth (WOM) advertising created via user-generated content (UGC), product evaluations, and comments on Twitter, YouTube, or Facebook (Stephen & Galak, 2012). Users comment on their feelings after using the product and evaluate the brand.

Table 2-3 Summary of the POE

Categories	Usage	Merit	Demerit
Paid media	Attract fan-oriented accounts (e.g., Influencers)	① Immediacy ② Large-scale ③ Speediness	① Declining response ② Poor credibility ③ Expensive cost
Owned media	Promoting and recalling brand-oriented accounts (e.g., Corporate websites, Official social media accounts)	① Brand awareness ② Professionalism ③ Concentrated info	① Increasing fixed cost ② Lack of professional talents ③ Difficulties in maintaining professional talents
Earned media	Increasing trust-oriented accounts (e.g., Comment, Product review video)	① High credibility ② Unexpensive cost	① Negative-WOM ② Short-term

Source: Author

The type of social media POE changes depends on the usage. For example, if a short video is used for influencer marketing, it will be paid media. If the company is playing

short videos, it will be owned media. If consumers play a short video to review some products or services, it will be earned media (see **Table 2-3**).

Artificial Intelligence (AI) and big-data technologies allow innovation in advertising. AI can intelligently offer audiences what they want to see and combine other apps to assess what you want to know (Lee & Cho, 2020). The influence of advertising changes with the arrival of new mediums (Dahlen & Rosengren, 2016). For example, radio replaced print, televisions replaced radio, computers replaced televisions, and smartphones replaced computers.

Hence, advertising criteria have changed as technology has evolved in the social media POE Chinese environment. Over 300 publications were published between 2008 and 2018 in ten top journals. Yet there has been minimal discussion of Chinese advertising on short videos. Still, there has not been the definition of social media for short video social media (Liu-Thompkins, 2019).

2.2. Status of short video

Social media should no longer make the previous generation of Apps such as Facebook, YouTube to come to mind. Those apps are mainly based on words, pictures, and online videos. However, with cutting-edge technology development, the short video is the main form of social media. TikTok, as an oeuvre of short video Apps that burst onto the scene recently and secured the #2 place for Creator platforms behind Instagram. One

of the top three monetizable platforms, including Creators, Instagram, and YouTube. TikTok is different from Instagram and YouTube because the primary function of Instagram is the interaction and presentation of pictures and literature, and YouTube is for online video (Geyser, 2021). **Figure 2-3** summarizes the relationship among social media, POE, short-video, and TikTok.

Figure 2-3 Relationship among social media and short video

Categories of
social media:
POE

Various social
media Apps

Short video is
one of various
social media
apps

TikTok is one of
various short
video apps
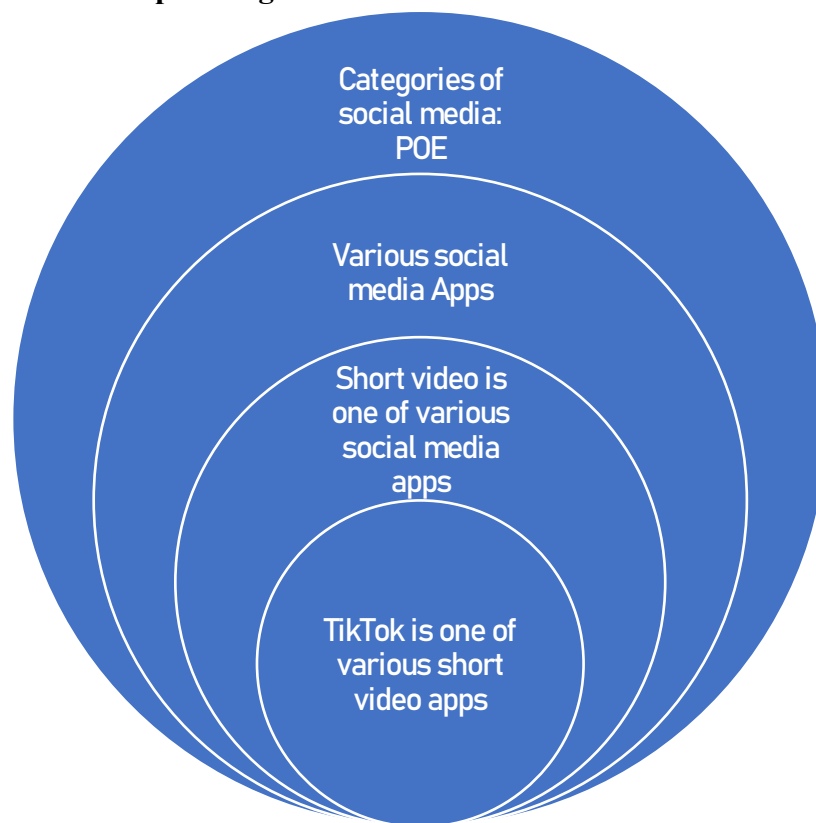
Source: Author

Social media apps are the longest running of the top three application types and constitute 39.4% of all applications while online video software represents 13.4%. Instant messaging is a service available on the Internet that allows exchange of written messages

between people using the service simultaneously, such as Line, WeChat. Notably, short-video app occupies 11.5%, despite its recent origin and the number of users of short-video app has reached 647 million (The 44th Chinese Statistical Report on Internet Development, 2019).

Figure 2-4 the longest running of the top three applications
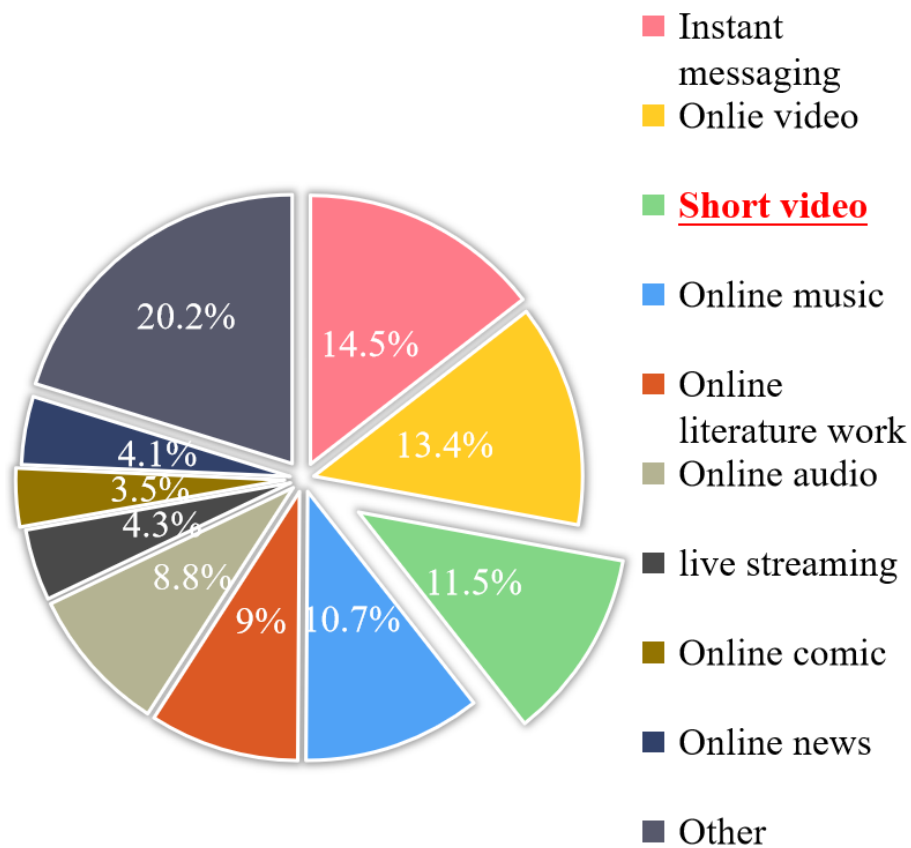
Source: Author

Online video means watching video clips, television shows, and movies streamed from the Internet, such as YouTube. It is different from the short video, which has shorter content. Short video could use artificial intelligence to analyze user interests and preferences and display a personalized content feed to each user, TikTok (see **Figure 2-4)**.

Social media apps have replaced traditional live viewing tools. Among the substantial amount of academic research on advertising, few relevant studies have examined advertising itself. It is unclear whether the conventional core criteria of advertising still apply in an era of rapid development and change. Furthermore, there is almost no research defining advertising from a Chinese perspective.

This dissertation focuses on platforms that are mainstream short-video applications, in particular on TikTok, that function and present content in China. TikTok is the primary research object because it is one of China's most influential short-video applications. TikTok was built on video-sharing social media by Byte Dance, a Beijing-based internet technology business started in 2012 by Zhang Yiming. The popularity of TikTok can be attributed in large part to the fact that it caters to people who do not have time to spend on long videos, literature, or pictures in contemporary China.

 "Likes," "comments," and "reposts" on TikTok can generate monetary rewards. Corporations often commission short videos for product or brand promotion, providing creators a considerable financial reward. However, before creators become candidates for corporate sponsorship, they need to attract a substantial fanbase. In this context, a new advertising format has emerged in the form of short-video stories, which constitute a portfolio designed to attract the interest of other users. These are known as vlogs, a term derived from the word "blogs" to signal video blog. Notably, vlogs have become an outstanding marketing technique for addressing young people (Hoek et al., 2020).

For example, using TikTok's "#Topic" function, creators explain hashtag-based keywords to their vlog uploads. Examples are #English learning, #travel in China, and #I got a new iPhone. This phenomenon has enabled brands, products, and travel locations to communicate their brand indirectly without requiring money. There are hundreds of vlog series on TikTok, with examples including new smartphone or computer evaluations, car evaluations, office life, school life, food recommendations in particular cities, life in America, life in Japan, life in the U.K., life in Russia, the news, and Steam game recommendations.

More than a year of observations revealed that many users were aware of the phenomenon, with the following exciting comments found for recently launched accounts: "We are busy. What do you want to sell? Hurry up!", "Look, this is a new scenario.", "I will eat my phone if you guys in this video are not arranged to do this."

Given this context, it is imperative to continue research into new advertising formats and understand how users engage with new technological possibilities from a marketing practitioner's perspective. **Appendix 3** provides a summary of common types of TikTok short videos.

2.3. Definition of advertising

Table 2-4 organizes five criteria according to various definitions below based on Richards and Curran (2002): (1) paid/not paid, (2) mediated communication, (3)

identified source, (4) persuasion, and (5) action.

Table 2-4 Various criteria of advertising

Author	Paid	Mediated communication	Identified source	The persuasion	Action
(Czinkota, 2000)	✓	Nonpersonal	✓	-	-
(Arens, 2002)	✓	Nonpersonal	✓	✓	-
(Richards & Curran, 2002)	✓	Nonpersonal	✓	✓	Influence
(Popescu, 2004)	✓	Nonpersonal	✓	Complex	Message
(Kotler, 2009)	✓	Nonpersonal	✓	-	Promotion
(O'Guinn et al., 2012)	✓	Mass media	-	✓	-
(Stewart, 2016)	✓	Mass media	✓	-	-
(Kerr & Richards, 2021)	Paid did not fully describe	Paid media Owned media Earned media	✓	✓	✓

Source: Yu & Natori (2020a)

Advertising is a non-personal interaction supported by a particular sponsor (Czinkota, 2000). Advertisers may give the appearance of mass communication through newspapers, periodicals, radio, television, or other media or communicate directly via direct mail correspondence with customers.

Advertising is "a systematic and impersonal communication comprising of information, generally persuasive in character, about items in the broad sense, paid for by an identified sponsor and communicated via multiple channels to influence customers"

(Arens, 2002).

Advertising is a medium displayed to an audience through print, electronic, or other modes other than direct person-to-person interaction. An agreement is necessary for mutual understanding and collaborative new advertising materials and ideas (Richards & Curran, 2002).

Advertising is "a communication method that entails the execution of a complicated persuasive process, the implementation of which requires the employment of several specialized instruments capable of exerting psychological pressure on the target audience" (Popescu, 2004). The sponsor initiates advertising communication activities when they want to deliver an impersonal message to a well-defined audience about the firm, its goods, or services to accomplish communication goals.

Alternatively, advertising is "any paid presentation and promotion of ideas, commodities, or services by an identifiable sponsor" (Kotler, 2009). This definition is consistent with (Arens et al., 2009) realization that the Internet might function as a communication route and a transaction and distribution channel (Arens et al., 2009). Advertising is a "paid, mass-media endeavour to convince consumers" (O'Guinn et al., 2012). This definition aligns with DiStaso and Brown's (2015) definition of paid media as traditional commercials seen throughout print, radio, and television mediums. Stewart (2016) raised the question of whether to exclude the term *paid* from advertising definitions owing to the term's ambiguity in the context of owned and earned media.

There are six structures for comprehending advertising formats: (1) product

advertising, (2) institutional advertising, (3) informational advertising, (4) persuasive advertising, (5) reminder advertising, and (6) comparison advertising (Kerr & Richards, 2021). Companies communicate with customers via three distinct modes of communication: (1) paid media, (2) owned press, and (3) earned media.

With social media now one of the most popular advertising tools, the core criteria of advertising seem to have changed (Kerr et al., 2020). This change is especially true for China, a country at the forefront of new social media technology.

Goh et al. (2013) studied user-generated content and how the social media brand community impacts the market and found that users' content positively influences purchase expenditure. More social media activity is closely associated with better engagement and client patronage (Rishika et al., 2013). J. Lee et al. (2015) studied the significance of social commerce in the marketplace and found that Facebook 'likes' may boost sales, attract traffic, and bring social media into the purchasing experience. Xie and Lee (2015) analysed purchase data and found that exposure to owned and earned media activities significantly increased consumers' purchasing. YouTube data showed that learning and networking processes affect video views statistically and economically (Qiu et al., 2015). Sung et al. (2018) analysed Facebook data from universities and colleges throughout the U.S. and found that persons in the same grade or level tend to develop denser groups/networks.

The results are consistent with those of Alalwan et al. (2017), who showed that about 18 articles have addressed issues related to promotional activities conducted on social

media platforms. These articles mainly focus on literature and pictures. No studies have investigated the effectiveness of short-video advertising.

The mainstream business model has always been implicated in monetizing users by advertising to anyone wishing to reach that audience with user-generated content (Appel et al., 2020). Most enterprises deem social media an effective advertising tool for promotional activities and communication with target customers (Harrigan et al., 2017; Popp & Woratschek, 2016). Businesses should integrate social media as an essential part of their advertising activities. Advertising conducted through social media can achieve various marketing goals (Mangold & Faulds, 2009). Vlogs are an effective marketing technique for adolescents, altering customers' underlying psychological responses (Hoek et al., 2020). Today's market conditions exemplify this idea as well. Numerous start-up businesses on TikTok initially create vlogs to garner attention. When they amass a sufficient following, they convert their vlog accounts to storefronts. This business concept has gained traction.

Therefore, Kerr and Richards (2021) proposed that advertising based on social media can be described as follows:

(1) Paid, (2) owned, or (3) earned mediated communication which is activated by an (4) identifiable brand and intends (5) (POE model) to persuade the consumer to make some cognitive, affective, or behavioural change (either now or in the future).

While Kerr and Richards (2021) made a significant contribution, they concentrated

only on a growing worldwide concept, neglecting what would be acceptable for the

societies philosophically influenced by Chinese culture. That approach may be ill-advised

when it comes to developing new company concepts.

3. Research purpose

In analyzing the advertising effect by using the POE model, this dissertation had the following three purposes:

1. The purpose of the first quantitative study was to clarify the efficacy of the social media POE model in helping identify companies and convincing customers in a short-video environment. The dependent variables were paid media, owned media, earned media, and identified brand. The independent variable was persuasion. The test was conducted using Amos, a professional program for SEM.

2. The purpose of the second quantitative study was to clarify the persuasion of the social media POE model of the short video for Generation Y. The dependent variables were paid media, owned media, earned media, and identified brand. The independent variable was persuasion. The test was conducted using SPSS, a professional program for multi-group analysis.

3. The purpose of the qualitative study was to comprehend the new features of advertising in the short video. Grounded theory is applied in this investigation. The professional software NVivo was used to code interview data in order to generate a unique view of short-video advertising from participants' perspective.

4. Hypotheses for research questions

4.1. The hypothesis of research question 1

This section presents seven hypotheses based on the POE model from (Kerr & Richards, 2021) for the first research question: Can the social media POE model explain Chinese short-video advertising? The POE model is outlined in the following definition of advertising:

(1) Paid, (2) owned, or (3) earned mediated communication which is activated by an (4) identifiable brand and intends (5) to persuade (POE model) the consumer to make some cognitive, affective, or behavioural change (either now or in the future).

The unique aspects of social media and its immense popularity have revolutionized marketing practices, particularly in advertising and promotion communication (Hanna et al., 2011). Businesses receive an average of $5.78 for each $1 spent on influencer marketing, and 55% report having a standalone budget for content marketing (Influencer Marketing Hub 2020). However, with recommendation videos from influencers being so popular, much of paid media is designed to prevent consumer aversion to advertising, with most using product placement to ease consumer cynicism. Accordingly, the first hypothesis is as follows:

H1: The short video classified as paid media positively relates to the identified brand.

Owned media also play an essential role in informing customers about latent needs through, for example, news conferences and launch events. Some companies use social media to support their brand's community creation and development (Kaplan & Haenlein, 2010; Muniz & O'Guinn, 2001). Beyond providing extensive product feedback, the other significant effect is using consumers' expectations of the brand to influence the perceived value of the brand's products. The rapid growth of digital media has led consumers to change their media behaviour and use different media, generating an enormous variety of touchpoints, which help marketers create compelling experiences for consumers (Keller, 2016). Hence, the second hypothesis is as follows:

H2: The short video classified as owned media positively relates to the identified brand.

Many companies employ social media to generate a positive brand attitude, with most relying on personal social media accounts (Lovett & Staelin, 2016; Stephen & Galak, 2012). As trust-building capacity has increased, persuading consumers has become easier than ever. User-generated content and marketer-generated content can drive consumer purchasing, and consumers can also influence each other through such content (Goh et al., 2013). The third hypothesis is as follows:

H3: The short video classified as earned media positively relates to the identified brand.

Consumers consider influencers on social media more accessible and credible than mainstream celebrities (De Veirman et al., 2017). Many companies employ influencers to build trust and later promote their products or services. Paid media could persuade consumers cognitively, affectively, and behaviourally (Kerr & Richards, 2021). The increasing importance in paid media, including product review videos and product placement videos. Hence, the fourth hypothesis is as follows:

H4: The short video classified as paid media has a positive relationship with persuasion.

Owned media have a role in reminding, informing, or enhancing enjoyment (Lovett & Staelin, 2016). Owned media providing news or entertainment is crucial for the success of owned media (Baetzgen & Tropp, 2015). Some companies promote their product advertisements disguised as news (Evans et al., 2017). In general, it is believed that product placements are most effective when brands integrate smoothly with the aspects in which they are embedded (Wei & Lu, 2013). However, that exposure effect is less profound for owned media than paid and earned media (Lovett & Staelin, 2016). Insights into mainstream video platforms are still limited. Hence, the fifth hypothesis is as follows:

H5: The short video classified as owned media has a positive relationship with persuasion.

Earned media is best represented as word-of-mouth advertising, and consumers affect the attitude or behaviour of their audiences via word-of-mouth communication (Lyons & Henderson, 2005). Consumers arguably perceive the personal relevance and desirability of a product's attributes in terms of their association with the personal consequences of using the product. It would be effective if company managers employed user-generated content for advertising disclosures (Mayrhofer et al., 2019). The sixth hypothesis is as follows:

H6: The short video classified as earned media has a positive relationship with persuasion.

Comprehension of a brand is core for persuasion to occur (Batra, 2009). An identifiable and understood brand is always essential to persuasion. An identified brand is a robust tool for persuading consumers (Hookway, 2018). Consistency between a brand's creative media setting and consumer perceptions is related to positive consumer assessments (Dahlen & Rosengren, 2016). The seventh hypothesis is as follows:

H7: The identifiable brand has a positive relationship with persuasion in the short

video.

The research model depicted in **Figure 4-1** was built using these hypotheses and the

definition (Kerr & Richards, 2021).

Figure 4-1 POE model as a research model
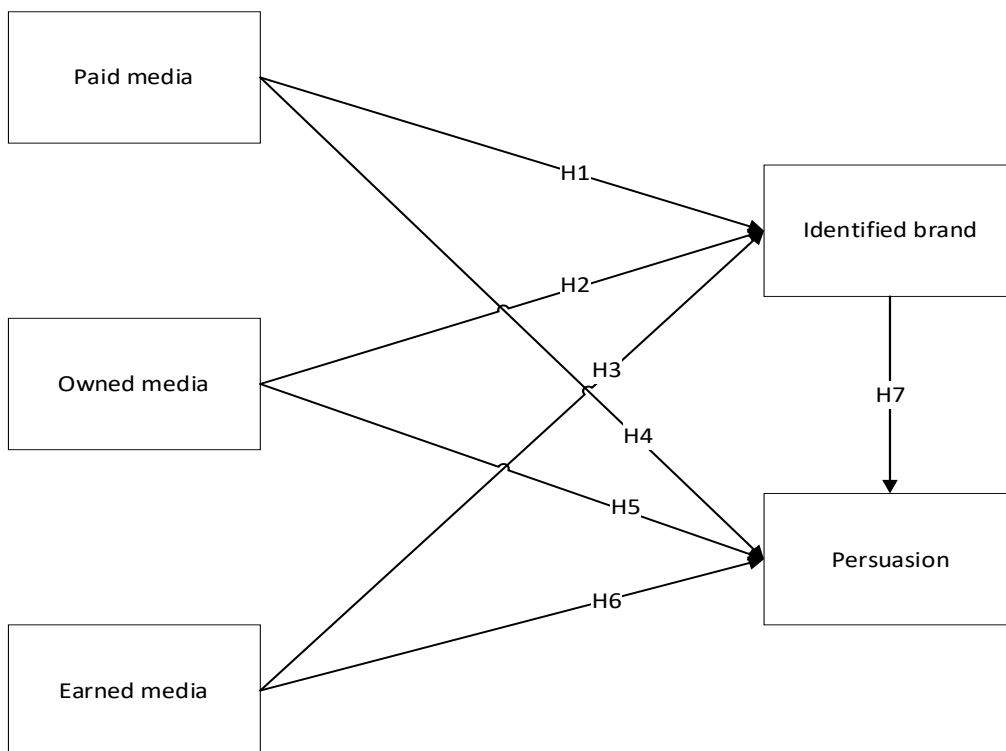
Source: Kerr et al. (2020) and drawing by the author

4.2. The hypothesis of research question 2

The author makes one hypothesis for **RQ2**: Are the social media POE models

different among the Chinese Generation Y often viewing the short video?

In recent years, marketing research for Generation Y has been significant. Countless scholars have studied social media with Generation Y as samples (Brownbill et al., 2018; Rummo et al., 2020; Yunus et al., 2019). In this study, the author focuses on Generation Y, born in 1977-1994 (Thalgaspitiya, 2021) or 1981–2000 (Bristow et al., 2011), who are about 18-45 years old now because they are pragmatic and elusive consumers who have grown up in a media and technology-saturated environment (Thalgaspitiya, 2021).

Previous studies have indicated that advertising disclosure alerts users to the fact that users are consuming a message meant to sell a product (Boerman et al., 2017; Evans et al., 2017; Mayrhofer et al., 2019). Advertising disclosure triggers users' persuasion knowledge as does product placement in movies, ads, and social media. Increasingly, Generation Y spends time on SNGs (social network games), a social media type. Rozendaal et al. (2013) showed that advertisers were using SNGs as a tool of advertising to reach Generation Y and defined SNGs as online communities in which players can interact and play games with old and new friends (Mayrhofer et al., 2019). In addition, presenting brands in user-generated content (UGC) on social media platforms increases Generation Y's purchase intention. Hence, the eighth hypothesis is as follows:

H8: The social media POE model has a discrepancy among Generation Y.

4.3. Research question 3

RQ3 (How do Chinese Generation Y perceive short-video advertising?) has no hypothesis. The author adopted the grounded theory of Corbin and Strauss (2008) and embraces constructivism. The constructivist perspective prioritizes the study's phenomena and views both data and analysis as products of the researcher's and participants' shared experiences and the researcher's interactions with participants (Charmaz & Belgrave, 2012). Thus, grounded theory methods bring researchers closer to the evidence they have acquired rather than what they may have previously imagined or desired. Therefore, the researchers cannot hypothesize before the study.

Through the investigation above, the author responds to the three **research questions** using samples from Chinese TikTok. Accordingly, **Table 4-1** presents the framework's hypothesis.

Table 4-1 Hypothesis

Research question	Hypothesis
RQ1: Can the social media POE model explain Chinese short-video advertising?	H1: The short video classified as paid media positively relates to the identified brand. H2: The short video classified as owned media positively relates to the identified brand. H3: The short video classified as earned media positively relates to the identified brand. H4: The short video classified as paid media has a positive relationship with the persuasion H5: The short video classified as owned media has a positive relationship with the persuasion H6: The short video classified as earned media has a positive relationship with the persuasion H7: The identifiable brand has a positive relationship with the persuasion
RQ2: Is the social media POE model different among Chinese Generation Y often viewing the short video?	H8: Social media POE model has a discrepancy among Generation Y.
RQ3: How do Chinese Generation Y perceive short-video advertising?	The researchers could not hypothesize before the study (Charmaz & Belgrave, 2012)

Source: Author

5. Research methodology

The author uses the POE model from Kerr and Richards (2021) to test the effect of advertising on the short video in China and uses the research methodology of Creswell and Creswell (2018). When choosing a research approach, it is necessary to consider three components. 1) philosophical paradigm, 2) research design, and 3) research methods. The research design reflecting these assumptions related to the philosophical paradigm and the specific research methods puts the approach into practice (see **Figure 5-1**).

Figure 5-1 Framework for research
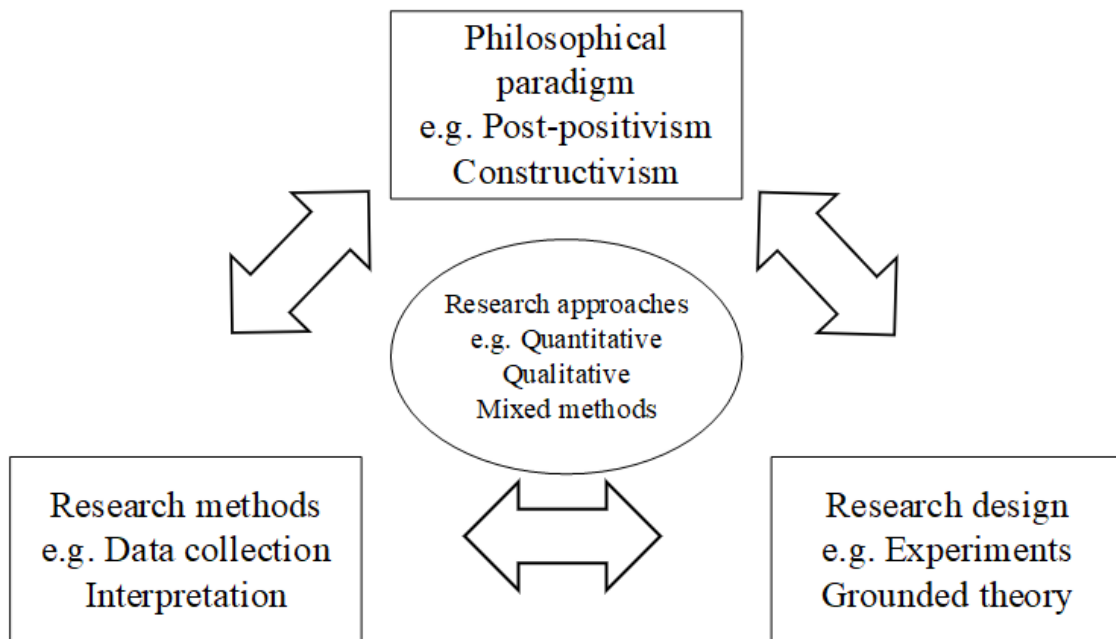
Source: Creswell et al. (2018)

The philosophical paradigm means "a basic set of beliefs that guide action" (Guba et al., 1990). Other scholars (Creswell & Creswell, 2018) called them philosophical

worldviews.

Research in social science is considered approachable from four perspectives in the philosophical paradigm, 1) Positivism, 2) post-positivism, 3) critical theory, and 4) constructivism (Creswell & Creswell, 2018). These theoretical paradigms mainly discuss ontology, epistemology, and methodology problems (see **Table 5-1**).

Table 5-1 Theoretical paradigms

	Positivism	Post-positivism	Critical theory	Constructivism
Onto-logy	Naive realism -- then reality is "real" and can be understood.	Critical realism -- the reality is "real" but cannot be fully understood	Historical realism -- various social backgrounds shape the "real" reality over time.	Relativism -- reality has the characteristic of locality and is concretely constructed.
Epistem ology	Dualist/objectivi st epistemology; The findings are real.	Modified dualist/objectivist epistemology; The results could be true.	Communicative/ subjective epistemology; Values filter research results.	Communicative /subjective epistemology; Research results are created.
Method ology	Quantitative methods are mainly used.	Qualitative research methods also can be used.	A dialogic/dialectic al methodology.	An expository/diale ctical methodology.

Source: modified based on Guba & Lincoln (1994)

The author deems that the theoretical category of post-positivism should be taken as the central idea of quantitative research based on RQ1: Can the social media POE model explain Chinese short-video advertising? and RQ2: Is the social media POE model different among Chinese Generation Y often viewing the short video?

Because this research question 1 and 2 can be answered simply "Yes" and "No", it is a closed question of quantitative research. Phillips et al. (2000) explained that post-

positivists deem that the philosophical paradigm they believe may determine the outcome because researchers advance the relationship between variables by offering questions or hypotheses in quantitative studies.

The research paradigm of constructivism should be taken as the central idea of qualitative research based on RQ3: How do Chinese Generation Y perceive short-video advertising?

"What," "how," and "why" indicate open-ended questions. Creswell and Creswell (2018) determined that the research should rely heavily on the participants' perspectives on the research topic. The researcher's objective is to make sense of or interpret the worldviews of others instead of beginning with a theory such as post-positivism. The questions become more comprehensive and generic to allow participants to generate meaning from a scenario. The researcher develops a theory of meaning inductively.

Therefore, the author conducted two approaches: quantitative and qualitative research. Some researchers (Creswell & Creswell, 2018) called this combination explanatory sequential mixed methods. This combination does quantitative analysis first, evaluates the results, and then uses qualitative research to elaborate on the findings. It is deemed explanatory since the qualitative data helps explain the initial quantitative results. It is termed sequential due to the qualitative phase following the quantitative phase.

Thus, this study consists of two approaches: quantitative research and qualitative research. Creswell and Creswell (2018) summarized the differences between quantitative and qualitative research (see **Table 5-2**).

Table 5-2 The difference between quantitative and qualitative research

	Quantitative research	Qualitative research
Research purpose	Confirm common facts, make predictions, seek consensus	Interpretative understanding, seeking complexity, asking new questions
Research level	The macro	The micro
Research question	Pre-determined; Structural, specific	In the process; Flexible, unstructured
Hypothesis	Created before the study	Created after the study
Research techniques	Statistics, scales, numbers	Language, image, description
Research sampling	A random and extensive sampling	A purposive and small sampling
Analysis method	Deduction	Induction
Research result	Universality, generalization	Unique, regional
Reliability	Repetitive	Un-repetitive
Validity	Fixed detection method	Use correlation to falsify

Source: modified based on (Creswell & Creswell, 2018)

Two detailed research methods used the research tools as below:

1. AMOS (structural-equation-modelling software): The author used Amos to test the social media POE model on a sample of short-video from Chinese users to determine whether the existing theories are entirely applicable to users' short-video Apps.

2. SPSS (Variance analysis): The author conducted variance analysis, called T-test and ANOVA analysis, to test the social media POE model on Generation Y on short-video Apps and understand whether the existing theories are entirely suitable for them.

3. NVivo (grounded-theory software): The author used in-depth interviews with southern Chinese consumers and applied grounded theory to explore relevant approaches suited to China's current market environment.

Table 5-3 shows the criterion for judging hypotheses supported or not.

Table 5-3 The criterion for judging hypotheses supported or not

Research question	Hypothesis	Indicators	Criteria
RQ1: Can the social media POE model explain Chinese short-video advertising? RQ2: Is the social media POE model different among Chinese Generation Y often viewing the short video?	H1-8	χ2/df, RMSEA, CFI, NFI, TLI, IFI, P-Value/Z-Score	If all hypotheses in RQ1 are [supported] The absolute value of Z-Score > 1.96
RQ3: How do Chinese Generation Y perceive short-video advertising?	Null	(Charmaz & Belgrave, 2012) indicated that in qualitative research, hypotheses are not tested. Rely on coding to produce results.	Until there are no new criteria.

Source: Author

5.1. Quantitative methodology

The author follows the operational procedure of the deductive method to test the hypotheses using structural equation modelling (SEM). Papers utilizing SEM were more likely to provide high-quality findings according to Babin et al. (2008). Similar studies of social media (Hajli, 2014; Leong et al., 2019; Minton et al., 2012) achieved useful findings by employing the approach. The data are analysed with the help of the Amos 24 program. The procedure is shown in **Figure 5-2**.

Figure 5-2 The procedure of the deductive approach
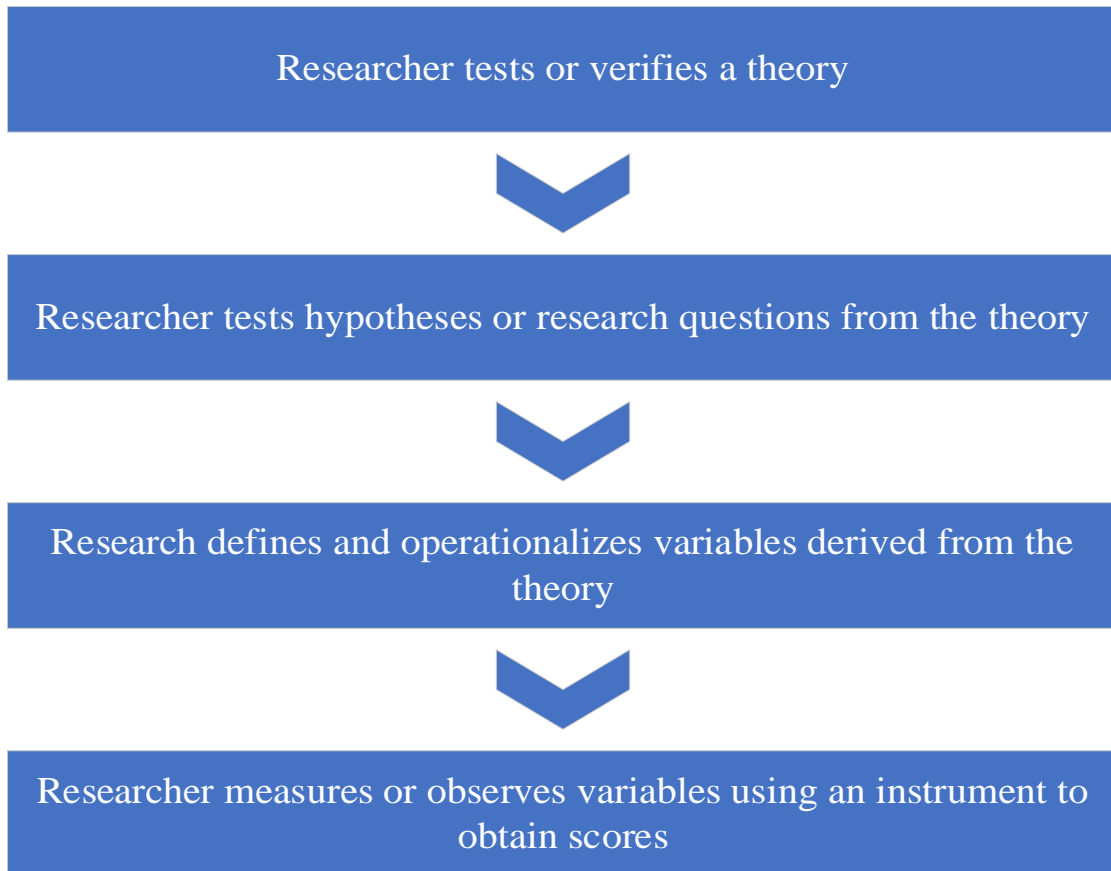
Source: Creswell et al. (2018)

5.1.1.Pre-test of quantitative research

The findings of a study by Oksenberg and Kalton (1991) revealed that pre-tests typically need 25-75 samples if the questionnaire was adapted or written by the researchers themselves. As a result, 50 questionnaires were employed to gather information for the pre-test. It was found that the initial dependability of Paid media (0.897), Owned media (0.901), Earned media (0.811), and persuasion (0.828) was higher than the initial reliability of Earned media (0.897). The validity of the pre-test was further investigated using exploratory factor analysis, which yielded KMO values of 0.817, 0.820,

0.798, 0.881, and 0.784, showing that the reliability and validity of the pre-test were both satisfactory.

5.1.2.Instrument development of quantitative research

The author used a seven-point Likert scale. The questionnaire survey was administered online. One point signified very strongly disagree, four represented a neutral opinion, and seven strongly agreed. Each item on a 7-point Likert scale should be based on previous literature, and each latent variable requires at least three questions and ideally five to seven (James 2011). Each of the questionnaire's items was modified from earlier research to increase the validity of this study (see **Appendix 1**).

The author illustrates how paid, owned, and earned media use purchase models to affect brand identification and persuasion. The paid, owned, and earned media questions were developed using a purchasing model (Wei & Lu, 2013) which included seven aspects: attention, interest, desire, memory, search, action, and share. Research on recognizable brand measures includes logos, packaging, design, brand name, and sponsors (Mindrut et al., 2015). Six aspects of persuasion have been identified by Kaptein et al. (2009): reciprocity; scarcity; authority; commitment; consensus; like; and management. Control variables included age, gender, income, occupation, and educational attainment. According to Westland (2019), if the number of parent groups is too great, the sample size should have a ratio of 10:1 when compared to the observed variable indicators. To

translate the original English questionnaire into Chinese, a professional translator was hired. Following replies from participants, the original English scale was compared to the translated English scale to see which was superior.

5.1.3.Data collection of quantitative research

The author classified the POE based on the definition in the literature review. Before completing the questions, the participants in this study were shown short videos from three different kinds of POE and were explained each POE. To make participants understand Paid media, the author provides short videos of "Li Jiaqi, "Wei Ya" and other famous Chinese influencers as representatives. For Owned media, the author provided short videos of well-known companies such as Mercedes-Benz and L 'Oreal Paris. For Earned media, the author offered short videos of product reviews by consumers.

The questionnaire was delivered by Wenjuanwang, China's largest-scale professional questionnaire gathering website, on a national basis. Users could gain points by answering a questionnaire on the site, which was then used to promote the questionnaire itself to a more significant number of individuals. Because Tuten et al. (2000) noted that conducting an online questionnaire had several advantages, including the ability to contact many samples, the use of an online questionnaire was considered. Second, it is more ecologically friendly than a paper questionnaire because of its quick recovery time, low cost, and reduced carbon footprint. In addition due to the consequences of this year's

unprecedented COVID-19 pandemic, direct contact between persons should be avoided to the greatest extent feasible.

Figure 5-3 Demographics in SEM
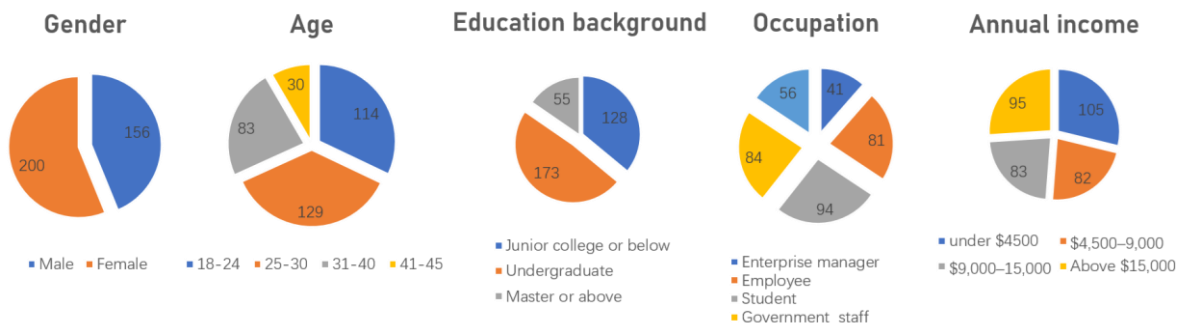
Source: Author

In this study, the questionnaire was designed to target participants who frequently use the short-video platform TikTok , which is popular in China. The results revealed that 356 useable questionnaires were gathered, with the following characteristics: a total of 156 men (43.8%) and 200 women (56.2%) participated; participants aged 18-24 comprised 118 (33.2%), 25-30 comprised 129 (36.2%), 31-40 comprised 83 (23.2%), and 41-54 comprised 30 (8%); 129 participants had no college degree or less (36.2%), 174 had a university degree (48.9%), and 53 had master's degrees or higher (14.8%) (see summary in **Figure 5-3**, data from (Yu & Natori, 2020c)).

5.2. Qualitative methodology

The author follows the inductive method using grounded theory based on the research paradigms (Corbin & Strauss, 2008). The procedure is shown in **Figure 5-4**.

Figure 5-4 The procedure of the inductive approach

Researcher poses generalizations or theories from past experiences and literature

Researcher looks for broad patterns, generalizations, or theories from themes or categories

Researcher analyzes data to form themes or categories

Researcher asks open-ended questions of participants or records fieldnotes

Researcher gathers information (e.g. interviews, obervations)

Source: Creswell et al. (2018)

Glaser et al. (1968) define grounded theory as "the discovery of theory from evidence." Grounded theory is a term that refers to theoretical constructions derived through a qualitative study (Corbin & Strauss, 2008)

Table 5-4 The grounded theory of Glaser and Corbin & Strauss

Issue	Glaser (1978, 1992a, 1992b)	Corbin & Strauss (2015)
Philosophical orientation		
Paradigm	Post-positivist	Constructivist
Ontology	Critical realism	Relativist
Epistemology	Realist	Contextualist
Definition of grounded theory	Discovery of theory from data	Theoretical constructs derived from qualitative analysis of data
Neutrality/ impartiality of researcher	Critical to the process	Natural for researchers to bring personal experiences into the research process. This experience will sensitize researchers to nuances in the data.
Identification of research problem/ questions	Focus on a substantive area of interest rather than a specific research problem/question.	Begin research with a clear research problem and question(s)
Review of prior literature	Obscures researchers' views of the substantive area. Researchers should not use prior literature to generate a research problem.	Researchers should not avoid the prior literature, but it does not need a full review.
Preconceived ideas / concepts	Obscures researchers' view of the substantive area.	As researchers identify concepts in and constructed from data, the preference is to have no pre-identified images. However, researchers may bring specific ideas into the field from a review of the literature and/or researchers' professional experience, which might be useful for initial interviews. Researchers need to be careful not to force the concepts on the data.
Use of analytical techniques	Unstructured	Structured and systematic coding process

Source: Cullen et al. (2021)

Grounded theory is used because the author feels that no researcher can do research without subjective consciousness. "How people view things influences their

nature" (Goodman, 1978). See the difference the grounded theory of Glaser and Corbin & Strauss in **Table 5-4**. For three reasons, grounded theory is an appropriate research methodology for developing theory.

First, grounded theory has a long history of use in analysing human behaviour and making knowledge claims about how individuals interpret reality (Suddaby, 2006).

Second, grounded theory is primarily concerned with theory construction rather than theory testing. It is appropriate when an approach does not adequately explain a process (Creswell & Creswell, 2018; Goulding, 2005; Thornberg & Dunne, 2021). Grounded theory enables the recording and interpretation of subjective experiences by individuals. It permits the abstraction of individuals' personal experiences into theoretical statements through the methodical process of theoretical sampling and ongoing comparison (Fendt & Sachs, 2008).

Third, grounded-theory methodology, particularly a systematic approach, uses established standards for conducting research and analysing data (Corbin & Strauss, 2015).

Shah and Corley (2006) indicated that grounded theory construction uses data collecting methods that capture rich data directly from individuals experiencing the event. Critically, grounded theory's objective is not to make factual statements about reality but to make statements about how social actors (interview participants) interpret reality. The objective of grounded theory is to elicit novel understandings about the structured relationships between social actors and how these relationships and

interactions actively generate reality (Suddaby 2006).

The grounded-theory approach entails the following: (1) in-depth data analysis, concept development from data, and hierarchical data logging; (2) constant comparison of data with concepts and systematic questioning related to conceptual generative theory; (3) development of theoretical concepts and establishment of connections between concepts; (4) theoretical sampling and systematic data coding; and (5) theory construction (Brotheridge & Lee, 2002). The grounded theory technique is applied in this investigation. This research developed a theoretical framework for advertising's essential features through open coding, spindle coding, and selective coding of the original interview records.

Open coding

Open coding aims to induct phenomena, define concepts, and find new concepts. This method requires researchers to maintain an open and unbiased attitude with a "theoretical touch," completely record significant information points in the data, and eventually abstract and identify typical components (Charmaz & Belgrave, 2012). The researchers might create their categories or pull from previous studies. The researcher does not pre-select relevant dimensions and types; they emerge objectively throughout the coding process.

Axial coding

Axial coding entails the development of the significant categories discovered during open coding in more detail. The discovery phase's use of axial coding establishes internal linkages between distinct classes depending on the relationship between various open coding categories.

Selective coding

The link between the major categories is studied by selective coding, and the associated structure is articulated, allowing for new theoretical framework development.

5.2.1.Instrument development of qualitative research

The questionnaire was constructed based on prior research and an exploratory and modification pilot survey. The author described the research purpose and theoretical foundations to each participant, ascertained that each interviewee grasped the fundamental requirements, displayed short videos, and asked the interviewee whether they believed the videos to have advertising implications. This facilitated the creation of the questionnaire included in **Appendix 2**.

5.2.2.Data collection of qualitative research

The author classified the POE based on the definition in the literature review. Before completing the questionnaire, the participants were shown short videos from three different kinds of POE and each POE was explained. To make participants understand Paid media, the author provided short videos of "Li Jiaqi, Wei Ya" and other famous Chinese influencers as representatives. For Owned media, the author provided short videos of well-known companies such as Mercedes-Benz and L'Oréal Paris. For Earned media, the author offered short videos of product reviews by consumers. In-depth interviews are especially well-suited to grounded theory approaches (Charmaz & Thornberg, 2021).

Figure 5-5 Demographics in grounded theory
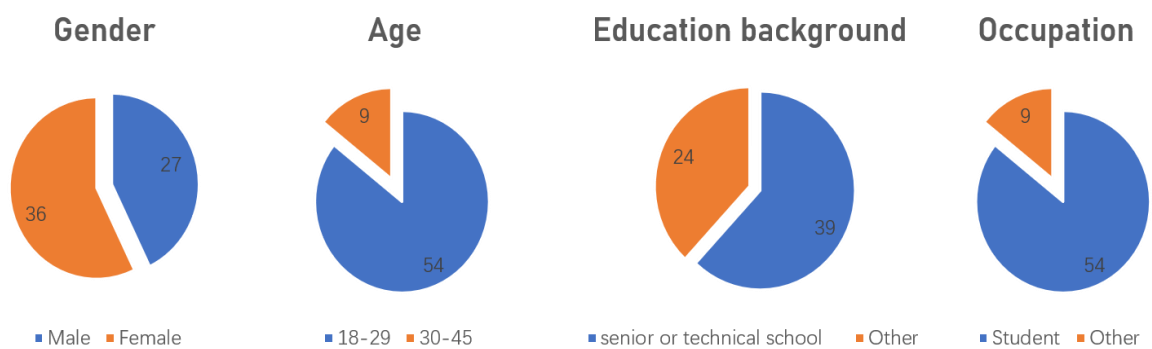
Source: Author

As a result, 63 in-depth interview samples (based on (Yu & Natori, 2020a), the further interview was conducted) were gathered for this research. Males account for

43% of the population, while females account for 57%. They are virtually all between the ages of 18 and 29. Users with a high school or technical school education account for 62%, while those with a university or higher education account for 85.7% (see **Figure 5-5**).

People generally prefer not to reveal their income or occupation in interviews, so these two items were not counted. Stratified sampling is a technique for sampling from a population that enables statistical division into subpopulations (Puliafito & Trivedi, 2018). This technique is most often utilized when a population is not homogenous. When conducting statistical surveys on subgroups within a considerable population, it may be beneficial to sample each subpopulation independently to ascertain their differences (stratum).

The partitions should be comprehensive and mutually exclusive, with each population criteria allocated to a single stratum. This assures that simple random sampling or systematic sampling may be used inside each layer. The purpose is to increase the sample's accuracy by minimizing sampling error. This may yield a less variable weighted mean than a basic random population sample's arithmetic mean. As a result, we chose our interviews using this strategy. **Table 5-5** lists a summary of the research methodology.

Table 5-5 Research methodology

Philosophical paradigm	Research approaches	Research methods	Analysis methods	Data collection
Post-positivism	Quantitative method	Experiment (SEM)	Deduction	356
Constructivism	Qualitative method	Interpretation (GTM)	Induction	63

Source: The author

6. Research result

6.1. Result of RQ1

6.1.1.Reliability

The reliability of the survey was tested using composite reliability, which should have a value greater than 0.7. Because the rate was greater than 0.7, the data suggested internal consistency. Furthermore, as evaluated by Cronbach's alpha, the internal consistency was much higher than 0.7. The trustworthiness of the research was assured because of these findings, as represented by **Table 6-1**.

Table 6-1 Quality criteria

	AVE	CR	R^2	Cronbach's α
Paid media	0.6554	0.9765	0.3980	0.9550
Owned media	0.5915	0.9675	0.3420	0.9340
Earned media	0.5999	0.9475	0.2330	0.9150
Identified brand	0.5999	0.8865	0.3040	0.8800
The persuasion	0.5557	0.8336	0.3371	0.8780

Source: Yu & Natori (2020c)

6.1.2.Validity

The questionnaire items were adapted from current research, hence boosting the content validity of the questionnaire. The construct validity of the study was established through the evaluation of convergent and discriminant validity. The AVE is a measure that has previously been used to test the convergent validity of a regression model. **Table 6-1**

indicates that this value achieved the required 0.50 for each variable.

Table 6-2 Discriminant validity

	Paid media	Owned media	Earned media	Identified brand	The persuasion
Paid media	0.810				
Owned media	.599**	0.769			
Earned media	.435**	.462**	0.775		
Identified brand	.663**	.650**	.514**	0.775	
The persuasion	.631**	.585**	.483**	.710**	0.745

Source: Yu & Natori (2020c)

Table 6-2 demonstrates that SEM has shown discriminant validity to determine the amount to which a specific model construct differed from other model constructs in the study. Because AVE is composed of square values, AVE must be rooted to be compared to the Pearson correlation coefficient. A higher AVE suggests that an item is more relevant to the user. The correlation between the variables for each article should be more significant than the correlation between the variables for each variable individually.

Compared to other factors, the coefficient for sponsored media (0.81) was significantly higher than the coefficient for owned media (0.77), earned media (0.76), brand identifiability (0.76), and persuasion (0.75). This result shows that the discriminant validity of the research was found to be valid.

Finally, evaluating the factor loadings for each indication yielded a two-fold result in convergent and discriminant validity. Evaluation was done by considering an indicator's factor loadings, which should be more essential for its build than other factor loadings. This cross-loading is depicted in **Table 6-3**, indicating that each indicator's factor loading

was more significant for their linked construct than the other factors. Thus, the reliability

and validity of this study have been demonstrated to be good.

Table 6-3 Cross loadings

Indicators	Paid media	Owned media	Earned media	The persuasion	Identified brand
PM1	0.8296705	0.2605083	0.1309552	0.1964217	0.148733
PM2	0.7916501	0.2680655	0.1369617	0.1900373	0.1832289
PM3	0.8283011	0.2393066	0.1625805	0.1408306	0.2220815
PM4	0.7267526	0.2331654	0.1560336	0.1902311	0.1949201
PM5	0.7902396	0.1563443	0.1743268	0.1089308	0.1962956
PM6	0.8020844	0.2527037	0.1629781	0.1988379	0.2303717
PM7	0.805926	0.24759	0.2140516	0.142778	0.2341828
OM1	0.1876244	0.7501318	0.2197495	0.1792211	0.167361
OM2	0.2739929	0.7823959	0.1994444	0.1535428	0.1240111
OM3	0.2550719	0.7592971	0.1896817	0.1777525	0.1521498
OM4	0.2207153	0.7702835	0.1237889	0.091012	0.2315069
OM5	0.1915875	0.7416245	0.2337749	0.2003697	0.1969668
OM6	0.2295428	0.7729385	0.0540308	0.1391529	0.1880133
OM7	0.2229588	0.7524832	0.2020455	0.1743413	0.1753451
EM1	0.1007664	0.1795165	0.7225359	0.0921575	0.147562
EM2	0.1113931	0.1044138	0.7888106	0.1870421	0.0228039
EM3	0.1530532	0.1785823	0.7674915	0.084008	0.1493531
EM4	0.124672	0.1857014	0.7659832	0.1460244	0.12001
EM5	0.1649326	0.1062693	0.7728288	0.0739151	0.2147177
EM6	0.1038145	0.1094571	0.8013839	0.1159842	0.1486821
EM7	0.1954474	0.1590856	0.7628409	0.082742	0.1497359
IB1	0.2023795	0.2266545	0.230451	0.7920289	0.1902981
IB2	0.3361055	0.2396177	0.2029961	0.5633931	0.3129853
IB3	0.2994051	0.3196569	0.202799	0.631335	0.2797859
IB4	0.2226265	0.2394858	0.1893004	0.5782699	0.386217
IB5	0.3581192	0.3028736	0.1984326	0.5845272	0.2650191
P1	0.3317277	0.331201	0.1827729	0.1650019	0.6830931
P2	0.1835568	0.2076039	0.1695202	0.132362	0.7227735
P3	0.2926503	0.2147065	0.2464603	0.1341505	0.6732711
P4	0.1012068	0.2058127	0.06559	0.2035629	0.6744346
P5	0.3941149	0.1872756	0.142874	0.2228092	0.6033063
P6	0.1917493	0.0785619	0.265425	0.1824222	0.6878572

Source: Yu & Natori (2020c)

6.1.3.Model fitting index

All model fitting indexes were within the acceptable range, as shown in **Table 6-4**. Finally, the standardized route coefficients, which indicate direct impacts and indirect and overall effects, were found to be valid, allowing the introduction of the next portion of this work to proceed. **Figure 6-1** depicts the research model in detail.

Table 6-4 Model fitting index

Indicators	Results	Criteria
χ2/df	1.798	<3
RMSEA	0.047	<0.08
CFI	0.959	>0.9
NFI	0.912	>0.9
TLI	0.955	>0.9
IFI	0.959	>0.9

Source: Yu & Natori (2020c)

The validity of the research model was determined by examining the structural routes and the R2 coefficient. The path coefficients of the study model were positive and statistically significant at the 0.05 level.

The findings in **Table 6-1** show that the R2 for brand identifiability reveals that social-media-based POE might account for over 30% of the variation in the data. This indicates that the desire to purchase was influenced by POE based on social media. In terms of persuasion, the R2 reveals that social-media-based POE and brand identifiability may explain about 34% of the variance.

Figure 6-1 Result of the research model
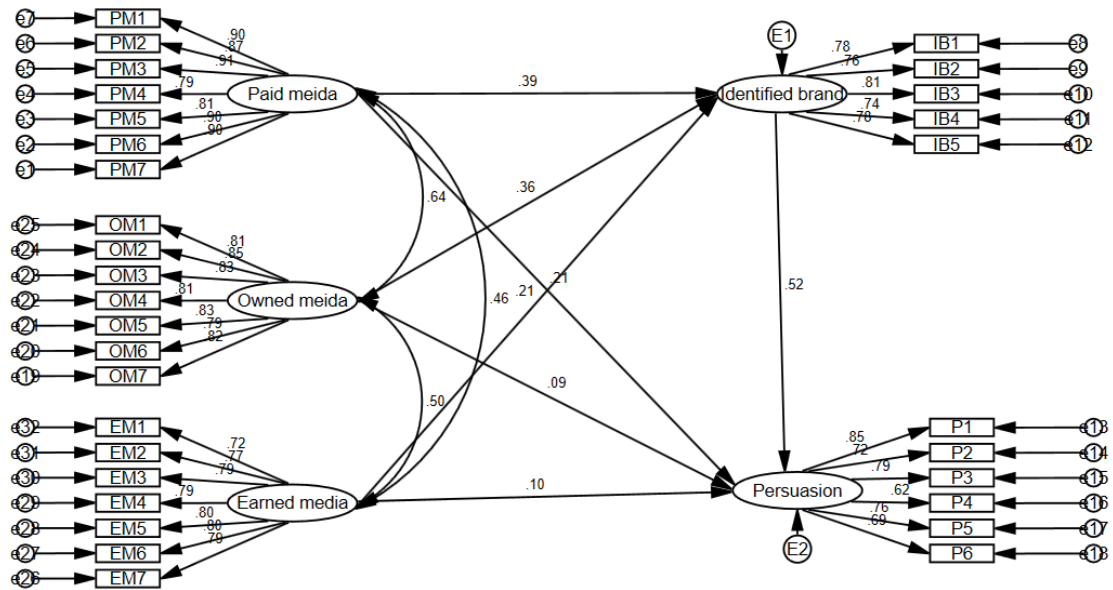
Source: Author

6.1.4.Result of correlations analysis

Table 6-5 demonstrates that the hypotheses were accepted if the p-value was less

than 0.05 (*** implies less than 0.01) and that the hypothesis was rejected otherwise.

Following **Figure 6-1**, the findings for path coefficients reveal that sponsored media

(0.364), owned media (0.390), and earned media (0.208) all had a substantial influence

on brand identifiability, implying that hypotheses 1 through 3 (H1, H2, and H3) were

accepted. Given that bought media (0.215) had a good impact on the persuasion and

earned media (0.099) had a positive effect on the persuasion, H4 and H6 were found to

be supported by the data. Owned media (0.094) H5, on the other hand, fell short of the

requirement. The persuasion was also highly impacted by brand identifiability (0.523),

indicating that H7 was supported.

Table 6-5 Result of correlations analysis

	Path			Coefficient	S.E.	C.R.	P
H1	Identified brand	<--	Paid media	0.364	0.034	7.054	***
H2	Identified brand	<--	Owned media	0.390	0.049	6.289	***
H3	Identified brand	<--	Earned media	0.208	0.048	4.289	***
H4	The persuasion	<--	Paid media	0.215	0.048	3.584	***
H5	The persuasion	<--	Owned media	0.094	0.067	1.546	0.122
H6	The persuasion	<--	Earned media	0.099	0.063	2.003	0.045
H7	The persuasion	<--	Identified brand	0.523	0.105	6.472	***

Source: Author

6.2. Result of RQ2

6.2.1. Result of variance analysis

In the variance analysis, a T-test was conducted on an independent sample. The results showed no significant difference in the results of each index between different genders (see **Table 6-6**).

Table 6-6 Variance analysis in gender

	Mean ± Standard deviation			
Variable	Male(N=156)	Female(N=200)	T	P
Paid media	4.827±1.527	4.570±1.556	1.5580	0.1201
Owned media	5.245±1.149	5.054±1.262	1.4898	0.1372
Earned media	5.251±1.018	5.227±1.081	0.2169	0.8284
Identified brand	5.145±1.118	5.124±1.067	0.1794	0.8577
The persuasion	5.178±1.124	4.987±1.210	1.5291	0.1271

Source: Author

The results showed significant differences in Paid media, Owned media, identified brand, and persuasion among different ages (see **Table 6-7**).

Table 6-7 Variance analysis in the age

Variable	Mean ± Standard deviation				F	P
	18-24	25-30	31-40	41-45		
Paid media	4.194±1.663	4.682±1.528	5.343±0.985	4.578±1.775	9.122	0.000
Owned media	4.885±1.414	5.086±1.195	5.465±0.829	5.265±1.276	3.805	0.010
Earned media	4.905±1.242	5.334±0.928	5.497±0.706	5.245±1.283	5.692	0.001
Identified brand	4.837±1.241	5.156±1.036	5.501±0.672	5.062±1.297	6.040	0.001
The persuasion	4.681±1.269	5.329±0.906	5.361±0.970	4.663±1.611	9.898	0.000

Source: Author

As a result, in Paid media, 31-40 year olds had the highest score, followed by 25-30 year olds, and 24 year olds and younger had the lowest score (31-40 > 25-30 > 18-24). In Owned media, 31-40 year olds had the highest score, followed by those older than 41 years, and 18-24 years old (31-40 > 41 or above > 18-24). In Earned media, 31-40 year olds had the highest score, followed by 25-30 year olds, and 18-24 year olds had the lowest score (31-40 > 25-30 > 18-24).

In Identified brand, 31-40 year olds had the highest score, followed by 25-30 year olds , and 24 year olds or below had the lowest score (31-40 > 25-30 > 18-24). In persuasion, 31-40 year olds had the highest score, followed by 25-30 year olds , and 41 or above had the lowest score (31-40 > 25-30 > 41 and above). The author conducted variance analysis used by one-way T-test and ANOVA to find that ages 18-30 and 30-45

can divided two groups because there were significant differences with age. There were

still no differences with gender. See **Table 6-8**.

Table 6-8 Summary of variance analysis

Items	Paid media Q1-Q7	Owned media Q1-Q7	Earned media Q1-Q7	Identified brand Q1-Q5	The persuasion Q1-Q6
Gender					
Male	NULL	NULL	NULL	NULL	NULL
Female	NULL	NULL	NULL	NULL	NULL
Age					
18-24	✓	✓	✓	✓	✓✓
25-30	✓✓	✓✓	✓✓	✓✓	✓✓
31-40	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓
41-45	✓✓	✓✓	✓✓	✓✓	✓

Source: Author ※ Weakness: ✓   Medium: ✓✓ Strongness: ✓✓✓ ※ Question in detail

check Questionnaire of quantitative research

## 6.2.2.Result of multi-group analysis

According to variance analysis, Generation Y 18-30 years old (n=231) have

lower social media POE scores than those 30-45 years old (n=125). Therefore, to

understand the differences between these two age groups. The author conducted a multi-

group analysis (see **Table 6-9**). Generation Y, 18-30 years old shown in **Figure 6-2** and

Table 6-10. Generation Y, 30-45 years old, is demonstrated in **Figure 6-3** and **Table 6-11**.

Table 6-9 Model comparisons

Model	DF	CMIN	P	△NFI	△IFI	△RFI	△TLI
Measurement weights	27	31.848	.238	.003	.004	-.001	-.002
Structural weights	66	112.904	.000	.011	.013	.000	.000
Structural covariances	72	132.100	.000	.013	.015	.001	.002
Structural residuals	74	150.384	.000	.015	.017	.003	.003
Measurement residuals	106	213.283	.000	.022	.024	.004	.004

Source: Author

Figure 6-2 The low age group (18-30 years old)
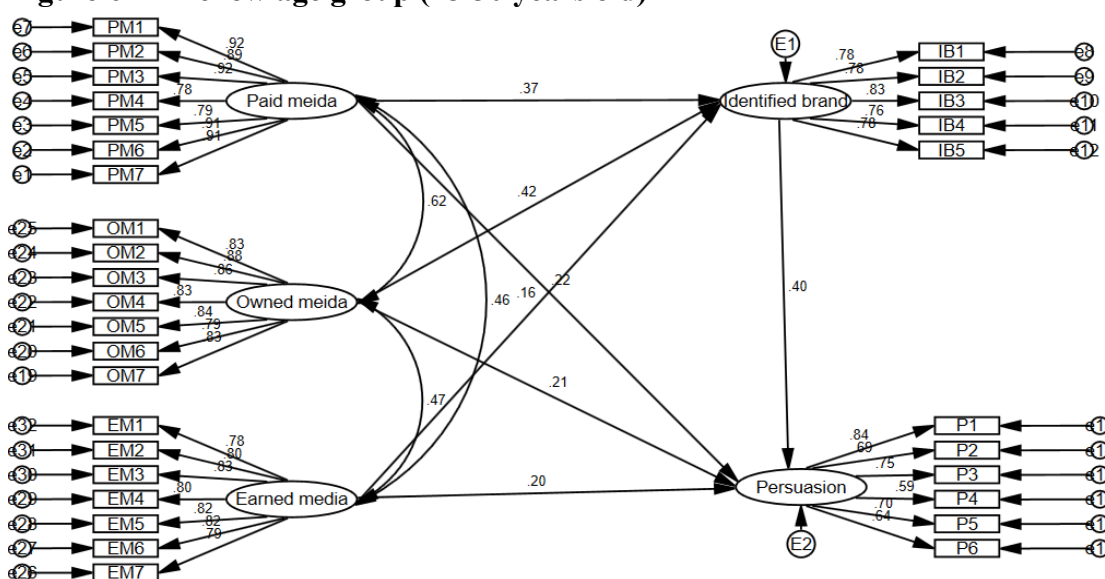
Source: Author

Table 6-10 Result of the low age group (18-30 years old)

Path			Coefficient	S. E	C.R	P
Identified brand	<---	Paid media	0.420	0.060	5.933	***
Identified brand	<---	Owned media	0.366	0.043	5.462	***
Identified brand	<---	Earned media	0.161	0.060	2.747	0.006
The persuasion	<---	Identified brand	0.398	0.107	4.539	***
The persuasion	<---	Paid media	0.221	0.052	3.330	***
The persuasion	<---	Owned media	0.213	0.074	2.996	0.003
The persuasion	<---	Earned media	0.198	0.069	3.561	***

Source: Author

Figure 6-3 The high age group (30-45 years old)
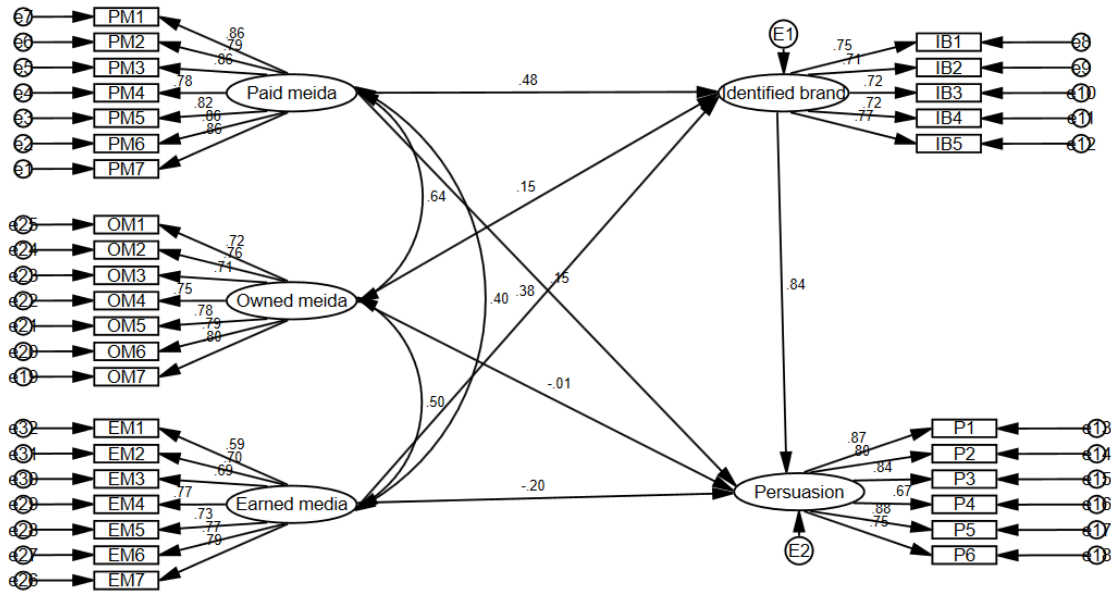
Source: Author

Table 6-11 Result of the high age group (30-45 years old)

Path			Coefficient	S. E	C.R	P
Identified brand	<---	Paid media	0.151	0.078	1.506	0.132
Identified brand	<---	Owned media	0.478	0.061	4.777	***
Identified brand	<---	Earned media	0.382	0.078	4.229	***
The persuasion	<---	Identified brand	0.844	0.270	4.867	***
The persuasion	<---	Paid media	0.147	0.112	1.242	0.214
The persuasion	<---	Owned media	-0.008	0.122	-0.075	0.940
The persuasion	<---	Earned media	-0.199	0.142	-1.893	0.058

Source: Author

The 18-30 year old group paths are all significant, however, as it is not significant in the integrated research model (Owned media to the persuasion). In the younger group, Identified Brand partially mediated Paid media, Owned media, Earned media, and the persuasion

For the 30-45 year old group, Identified Brand fully mediated Owned media, earned media, and persuasion, while there was no significant effect on the relationship between Paid media and persuasion. See the summary of multi-group analysis in **Table 6-12**.

Table 6-12 The result of multi-group analysis

Path			18-30 P.C.	Estimate	P	30-45 P.C.	Estimate	P	Z-Score
IB	<---	PM	0.37	0.233	***	0.48	0.291	0.132	-2.435**
IB	<---	OM	0.42	0.359	***	0.15	0.118	***	0.784
IB	<---	EM	0.16	0.164	0.006	0.38	0.332	***	1.701
P	<---	IB	0.40	0.486	***	0.84	1.316	***	2.853***
P	<---	PM	0.22	0.172	***	0.15	0.139	0.214	-0.236
P	<---	OM	0.21	0.222	0.003	-0.10	-0.009	0.940	-1.616
P	<---	EM	0.20	0.247	***	-0.20	-0.269	0.058	-3.26***

※P.C. means path coefficient
Source: Author

Table 6-12 shows that there were three paths of Z-Score significance: Paid media to Identified brand, Identified brand to persuasion, and earned media to persuasion. The path coefficients are shown in **Figure 6-2** and **Figure 6-3**. The path coefficient of Paid media to the Identified brand in the 18-30 group is 0.42. In the 18-30 age range, the path coefficient of Earned media to persuasion is 0.20. In the 18-30 age range, the identified brand's path coefficient to persuasion is 0.40.

On the other hand, Paid media has a route coefficient of 0.15 to the Identified brand in the 18-30 age bracket. In the 18-30 age range, the path coefficient of Earned media to persuasion is -0.20. In the 18-30 age range, the identified brand's path coefficient to persuasion is 0.84. Overall, as Z-Score showed, this means that there was a significant

difference between the 18-30 age group and the 30-45 age group on these three paths. The influence of owned media to Identified brand and Earned media on persuasion was more robust in 18-30 year olds than in 30-45 year olds. However, the effect of Identified brand on persuasion is weaker in 18-30 year olds than in 30-45 year olds . Hypothesis H8 (social media POE model has a discrepancy among Generation Y) was accepted.

6.3. Result of RQ3

6.3.1.Credibility

Corbin and Strauss (2015) claimed that researchers could not use the same criteria when evaluating qualitative variables. The leading advocates of grounded theory prefer to use the term *credibility* and avoid using terminology such as *validity* and *reliability* when discussing the quality of research. Credibility indicates that findings are trustworthy in that the findings indeed reflect participants', researchers', and readers' experiences regarding a specific phenomenon and that the researcher has acknowledged that any explanation is merely one of numerous 'plausible' interpretations conceivable from the data. Corbin and Strauss (2008) define qualitative research as "research that resonates with readers' and participants' life experiences.... that incorporates sufficient descriptive detail to enable the reader to draw his or her conclusions about the data and assess the researchers' data and analysis' credibility."

The researcher's own identity may provide a partial basis for readers to judge the

"credibility" of the research results. The researcher is good at research in marketing because he has nearly five years of marketing related research experience and has published several related journal articles as a Chinese native of Generation Y. He pays close attention to social phenomena related to social media and keeps up with current events. From a subjective point of view, he is very talkative and enthusiastic. When he interacts with participants, he can immediately establish trust and motivate them to describe actively.

Hence, the reader could look at the data in the coding book from the researcher's point of view as imagining why the researcher is coding this way.

6.3.2.Coding book

The author conducted 63 consumer interviews in China; **Table 6-13** illustrates the coding of these interviews. Data collection and analysis proceed in tandem, and ongoing analysis steers the course of the inquiry in grounded theory. Emergent concepts in the generated data are used to guide where to go for more data, from whom more data should be collected, and for what purpose (Bagnasco et al., 2014). Respondents believed that advertising included a variety of outlets (87% agreed) and that paid media is ubiquitous (79% agreement), while 71% of participants noted owned media, while 57% said earned media contains product reviews. Interviewees believed that the product in short-video advertisements could be identified (92% agreed), while 60% said certain advertisements are challenging to interpret. There was widespread

agreement that modern advertising avoided explicitly convincing people (87% agreement), but 76% of respondents said that many short films included deliberate persuasion. The persuasion in short-video advertisements might be considered self-aware (87% agreement). Almost 92% of the audience ranked time, energy, and emotion as the most significant factors.

Interestingly, when used for search, AI graphic recognition technology can detect many images submitted by users. Without persuasion, respondents would be more intrigued (87% agree), and 44% of interviewees like watching short-video advertisements. Most respondents (86%) agreed that short films enable everyone to be influencers.

Table 6-13 Coding book

Category	Coding	Example
Diversified channels	Paid media	When sponsors promote advertising when most consumers are already familiar with them, advertisements from influencers, including earned media, may be compensated.
	Owned media	Rather than advertising directly to clients, a non-personal corporation uses or educates many influencers, including the bulk of earned media and paid media, to spread the word about its goods.
	Earned media	Numerous accounts, including those devoted to cosmetic makeup, culinary programs, short videos, and product evaluations, utilize comments to persuade the audience to follow them; they also employ adverts to promote products that most users are already acquainted with.
Identifiability	Identified source	Traditional advertisements will introduce brand names, sponsors, and product functions in various advertising situations.

Persuasive intention	Indistinguishable source	Advertisements may be deceptive, such as hiding a link to the buy page in the comments area or concealing a product within a tale that resembles product placement but does not present the product.
	Persuading indirectly	Prolonged forecasting before revealing the merits and downsides, such as the product review, does not immediately persuade you to purchase the product being reviewed.
	Persuading unwittingly	Because they distribute many purchased things via short films, some users assume they continuously perform unpaid secondary propagation for a sponsor. As a result, their friends buy the same impact, referred to as earned media.
	Persuading directly	The announcer/influencer educates the audience about the brand, sponsor, or function and persuades them to purchase it, for instance, "Be hasty! Purchase it now! There are stringent regulations in place." "Price reduction!"
Expenditure	Paid	When it comes to commercials, while some are for public benefit, an advertisement will always affect people's spending habits, whether directly or indirectly. If this outcome is not reached, the recommendation or promotion is only a recommendation.
	Energy and time	When it comes to today's hurried culture, energy and time are more valuable. Whether directly or indirectly, advertising entices us to spend our hard-earned money, energy, and time. Even though traditional advertising accomplishes the same objective, we can choose to ignore ads; however, watching a short video appears entertaining until I realize it is an advertising message. Avoiding ads, on the other hand, became challenging.
	Emotion	Because I have faith in this influencer, I will purchase the item they recommend.
Behavioral change	Searching	We can take screenshots of advertisements while watching them and use new technologies such as artificial intelligence, customized algorithms based on Big Data, and 5G to search for the goods. We can tell what it is thanks to artificial intelligence recognition.
	Watching proactively	Influencers consistently produce interesting

		short films, which we find funny in the same manner as a drama. They are preferable to traditional advertisements in our opinion.
Personal-centric	popularization	There are always short films created by influencers to evaluate things, talent shows, and abilities; we can learn a lot from them and consider them experts in the industry in which they are working.

Source: Based on Yu & Natori (2020a), further interview was conducted.

Diversified Channels

Interviewees often accepted ideas from influencers, which marketers may have sponsored to promote a product via their influence. Influencers operate in various sectors, including product evaluation, cooking, eating shows, storytelling, amusing videos, food trails, and talent sharing. According to participants, they "will not push goods until they are well-known to a huge number of customers," but they "always develop something aesthetically attractive."

According to 71% of respondents, owned media continuously employs beautiful men and women and trains them as influencers before advertising their products to create buzz. These influencers are primarily engaged in the skill-sharing space and are often featured in mainstream narratives and product assessments in official accounts.

For 57% of respondents, earned media has always used product evaluations to teach customers about the advantages and downsides of things via professional data analysis, such as data from a government-issued quality inspection report.

Identifiability

Respondents believed that the items in short-video advertisements could be recognized (92%). For instance, "they [short-video advertisements] will include information about the company or sponsor in their profile." Additionally, positioning a product in front of the camera sends a clear advertising message and ensures that followers see the brand. According to interviewees, the items in short-video advertisements were difficult to recognize (63%). Specific advertisements are deceptive, concealing a link to a purchase page in the comments section or concealing the product inside a plot; this is like product placement but without the introduction. According to one respondent, "they have always used tales to get me to connect with my actual life in my thoughts; consequently, I am not immediately conscious that this is an advertisement."

Additionally, consumers may play a role in secondary propagation without being aware of it. For instance, "I find this so intriguing that I am going to share it with my pals." Then they may purchase anything through my link. However, since I get no profit, this is a free advertisement for the sponsor." Finally, some individuals see all exposure as advertisements.

Persuasive Intention

Interviewees often avoid actively convincing consumers (89% agree), with about 71% of respondents stating that many short films do not intend to convince. They do not know if influencers persuade unintentionally or via product placement, but this is

also a kind of advertising. Due to AI graphic recognition technology advancement, consumers may snap screenshots and search for products they like, even if the video does not encourage action. According to one interviewee, "we will snap a screenshot and search for apparel on Taobao; a notice detailing 'the identical item seen on TikTok' would then display." As a result, the merchant does not have to spend additional time convincing the buyer. The commercials in a short-video ad raise awareness (89% agreement) by introducing a business, sponsor, or the product's purpose with phrases like "I have coupons for you guys; you can go get them at *some named site*."

Occasionally, influencers may promote a product without explicitly stating that they do so. According to one respondent, "near the bottom of our screen, we can see a link to the buy page. These are the means through which we recognize an advertisement."

Expenditure

Advertising is commercial; nonetheless, it is compensated. Nearly 92% of participants said that time, energy, and emotion are more valuable than money. According to one respondent, "the most precious asset is time." I may choose not to view a typical advertisement, but when it comes to short films, I am unaware it is an advertisement until I have completed watching it."

Behavioural Change

Interviewees often sought out items shown in short films with AI image recognition technology detecting the screenshots utilized. Surprisingly, it happens spontaneously (82% agreement from interviewees). Additionally, a tailored algorithm makes appropriate suggestions, ensuring that the sponsor does not lose these customers. For instance, one interviewee said, "I am chatting with my friends about something, and the topic is being promoted in other programs I use." Interviewees may search for anything they have viewed in the short-video advertising.

Additionally, 41% of respondents watch short-video advertisements proactively, creating an unexpected plot. According to one interviewee, "influencers have always developed some unique short-video advertisements that are hilarious to us... We prefer to watch these over regular advertisements."

Personal Intellectual Property Media

According to 89% of respondents, anybody may be an influencer if they can create visually appealing films. The need to have individuals specialized in advertising or to employ an advertising agency has thus decreased. Additionally, 5G enables the rapid posting of short movies and the collection of a more tailored algorithm. 5G also allows influencers to create lengthier films by adding preludes to a prolonged advertisement; eventually, the result is owned intellectual property media. Individuals with a talent or expertise may share such media through short films, transforming themselves into influencers by profession. Consumers then follow and support them. However, typical

advertisements lack these characteristics; they lack a protagonist, which prevents consumers from engaging with only items or brands.

6.3.3. Findings by grounded theory

Table 6-14 summarizes and compares the criteria in previous and new studies.

Table 6-14 Criteria between previous and this study

	The criteria in previous studies	*The criteria in this study*
paid	Paid	Paid Emotion **Time and energy**
Mediated communication	Paid media Owned media Earned media	Paid media Owned media Earned media
Identified source	Identified brand Identified intention	Identified source **Indistinguishable source**
Persuasive intention	Persuading directly	Persuading directly **Persuading indirectly** **Persuading unwittingly**
Action	Behavior change	Behavior change
Advertising context	Nonpersonal Product-centric	**Personal-centric**

Source: Author

In terms of advertising context, in the Chinese short video, ad context is rarely given when the product is introduced. Chinese short videos are changing from product-centric to personal-centric content. Traditional product-centric content means that the advertisement context starts with introductions, comparisons, and sales. However, personal-centric content starts with characters or personalities, building a positive

relationship with the audience; the product is only promoted afterwards, when the number of fans rises to a certain level. This kind of situation has become commonplace in the current Chinese environment.

6.3.4. The Core Criteria in this study

According to these results, advertising may be classified as follows:

Personal intellectual property developed through (1)paid, (2)owned and (3)earned communication channels (POE), activated by an (4)identified or (5)indistinguishable source intent on persuading audience (6)directly, (7)indirectly (8)unwittingly to expend energy, time, or emotion, resulting in behavioural change either now or in the future.

According to the above description, the author also created a research model named the short-video version of the POE model to describe the relationship between various factors (see **Figure 6-4**).

This research acknowledged that the term *paid* did not fully characterize advertising (Kerr & Richards, 2021). According to this survey, Chinese netizens place a higher premium on time and energy than on money. Given that everything needs money, time, and energy, they put a premium on time and energy for individuals living in a quickly

growing culture like China. "I could ignore or not watch a typical advertisement," one respondent said, "but I believe short films are a tale or a humorous video that an advertisement has overpowered. It renders me powerless much more than it compels me to spend money."

Figure 6-4 The short-video version of the POE model
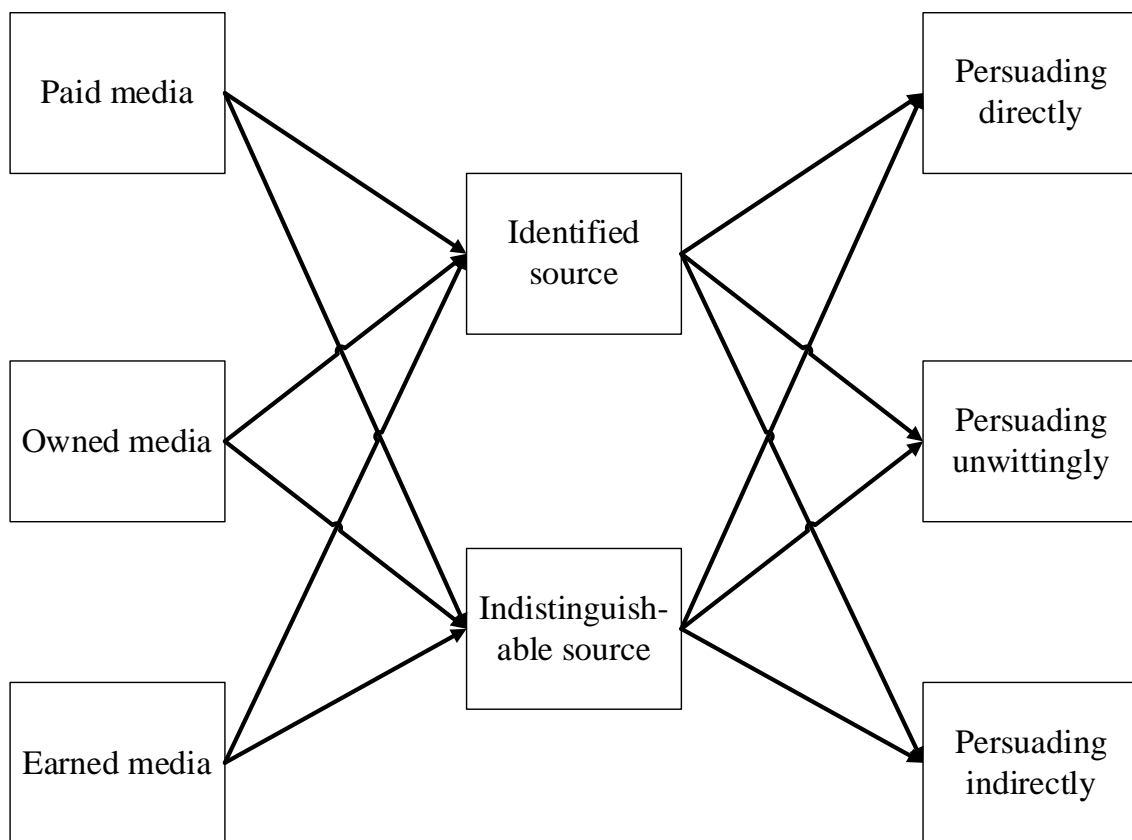
Source: Author

However, product placement and avoiding direct persuasion are valued in China. Given that consumers have historically despised advertising, the value placed on product placement and indirect persuasion creates a varied and subtle impact. Spotting

advertisements in short-video forms can be challenging, for example, since the advertisements often appear as part of the plot, in comments, or in other unexpected locations.

Additionally, customers may conduct precise and timely searches for items they enjoy, thanks to various techniques, implying that advertising and sponsors do not have to compete for their attention. On the contrary, invisible long-term influence targets consumers more precisely and does not need additional time to convince them since extensive data allows marketers to discover them continually. The idea of personal intellectual property facilitates this. Whereas traditional advertising formats require the use of goods or other items as the topic of the commercial, modern advertising formats include people as the subject, allowing for a more intimate connection with customers (89% agreement). Finally, we conclude this section with a summary. **Table 6-15** shows a summary of research result.

Table 6-15 Research result

Research question	Hypothesis	Result
RQ1	H1	Supported
	H2	Supported
	H3	Supported
	H4	Supported
	H5	**Rejected**
	H6	Supported
	H7	Supported
RQ2	H8	Supported
RQ3	Null	Theory was formed

Source: Author

7. Discussion

The purpose of this research was to compare the advertising efficacy of social media POE (Paid, Owned, and Earned) in the context of Chinese short-video and to identify the main advertising aspects that are more appropriate for Chinese short-video. The results show three crucial findings:

First, the results indicate that owned media in the context of short-video platforms are still limited.

Second, as the research shows, there was a difference within Generation Y.

Thirdly, the results showed that netizens in rapidly developing China pay more attention to time and energy than money. Hence, influencers seize this psychology to cater to them and produce personal-centric ads.

7.1. Discussion of research question 1

The result indicated that owned media in short-video platforms are still limited. Mayrhofer et al. (2019) suggested that product messages blend into the content in video, making it increasingly difficult for users to identify and be persuaded by the content unconsciously. However, the consumer was not unconsciously persuaded by the content from owned media in China. Lovett and Staelin (2016) also showed that owned media mainly reminds consumers of a product or service but does not encourage live viewing.

Hence, hypothesis 5 (Owned media positively persuades consumers) was rejected.

This study suggests that enterprises can also try to imitate earned media or paid media; however, via some recreational shows, it can buffer the effect of consumers' persuasion knowledge. Enterprises are generally unprepared to deal with this situation, which is not like paid media and earned media for entertainment and need constant attention, with recreation as a priority.

7.2. Discussion of research question 2

As the research shows, there was a difference within Generation Y. According to the results of correlation analysis, the social media POE model is suitable for Generation Y who are 18-30 years old, but from the analysis of variance, the persuasion ability of the social media POE model is deficient. Although significant correlations imply that individuals aged 18-30 are more ready to study cutting-edge technology products and unanticipated social events, such as fraudulent transactions, on the short video, could account for the questionnaire's low variance.

This study suggests that enterprises using POE social media to promote products or services in China should further segment Chinese Generation Y, which has a very important positive feedback for effective advertising investment and effect.

7.3. Discussion of research question 3

The results showed that netizens in rapidly developing China care more about time and energy than money. Recognizing the psychology of netizens, most social media influences are catering to netizens by producing personal-centric ads. Influencers do not waste consumers' recreational time; instead, influencers' content tends to be funny and relaxing, prompting viewers to follow channels and ultimately become fans. Fans no longer believe product representatives but the vivid influencer/announcer. Product promotion is thus much easier.

In addition, consumers have a different perspective of owned media, as shown by the rejection of H5 for RQ1. Companies actively hire paid and earned media and use their expertise to generate content. In short, companies are now using external expertise instead of running owned media themselves. Thus most companies seem unable to cope with the sudden changes brought about by innovative technologies. The personal-centric nature of popular content means that enterprises need new professional talent. Hence the demand for influencers.

This study suggests that the form and mechanism of advertisement should be re-designed to cater to the consumer psychological phenomenon. Instead of hiring external influencers to promote, it is better to transform into enterprises' cultivation and establish a sustainable way of development. **Table 7-1** summarizes this section.

Table 7-1 Discussion

Point	Limitation
The result indicated that owned media in short-video platforms are still limited.	The limitation in this study is that it is impossible to adequately understand the effect from the enterprise perspective because this study's data is consumer-centered, and there is a dearth of data from the perspective of the enterprise.
As the research shows, there was a difference among Generation Y.	The limitation in this study is that due to the scope of data, it is difficult for this study to confirm whether there is a difference in Generation Y's situation in other countries, such as similar countries in Asia.
The results showed that netizens in rapidly developing China pay more time and energy than money. Hence, influencers seize this psychology to cater to them and produce the personal-centric ad.	The study's limitation is the absence of in-depth interviews with enterprises, influencers, and other subjects. While the consumer perspective reflects some variables, whether it is congruent with the data from enterprises, influencers, and other subjects remains debatable.

Source: Author

8. Conclusion

The dissertation's three research questions are briefly answered as follows.

RQ1: Can the social media POE model explain Chinese short-video advertising?

The results clearly show that owned media cannot explain short-video advertising in China. This finding supports the finding of Lovett and Staelin (2016) with their Chinese sample. Owned media primarily functions via reminding users of a product or service; it rarely prompts live watching. With their new persuasion knowledge, consumers are more able to identify promotion and advertising via new technology.

In terms of advertising, owned media does not perform as well as paid media. Although this is viewed as an incentive for influencers to continue generating attractive content, paid media in China retains a sense of sponsorship. This finding was further confirmed in the subsequent interview survey.

RQ2: Is the social media POE model different among Chinese Generation Y often viewing the short video?

Regarding the persuasion in short-video, social media POE has no substantial influence on 18-30 years old. Users are not easily tricked because of the frequent fraud on social media in recent years and the "fake bird's nest" and "the fake mask" from some specific influencers. These hot events are forwarded by Generation Y and then publicized to the world, and they are the fastest group to obtain the information. They certainly know

what information is relatively credible and what is not. This finding was confirmed in the subsequent interview survey. Advertising and promotion forms on short video platforms are no longer the traditional tens of seconds of television ads. High advertising costs and sophisticated technology are no longer the modes for companies, and now anyone can easily promote themselves. Thus, this ease of promotion benefits everyone and, in turn, this also lowers costs for those who sell fakes.

The author believes that further research should be conducted on the persistent psychology of young consumers to this type of event after being cheated. For example, how long will they continue to distrust short video? Because short video social media is still in its infancy, many things may differ from traditional social media.

RQ3: How do Chinese Generation Y perceive short-video advertising?

In terms of advertising, it has changed from the traditional introduction of product-centric to telling-story of personal-centric. This kind of situation has become commonplace in the current Chinese environment.

This research acknowledged that the term *paid* does not effectively represent advertising in the Chinese short video in agreement with Kerr and Richards (2021). Although everything takes time and energy, time and energy are especially important to those living in a fast-growing civilization like China. Consumers are gaining a new capability – persuasion knowledge – to avoid the influence of promotion and advertising. However, product placement in recreational shows may be accepted. Consumers view

advertising as part of the livelihood of creators, as an incentive for creators to keep producing exciting videos, and not as commercial traditional advertising. Hence, consumers prefer to watch the personal-centric ads, as confirmed in the interview survey.

The author suggests that businesses in other countries use this paper as a reference to understand the current state of short videos better. It is suitable to contact consumers in advance and plan future sales strategies, as advertising in other countries may develop similarly to China as society and technology evolve. **Table 8-1** offers a summary of conclusion.

Table 8-1 Conclusion

Finding	Reason
Owned media can NOT explain short-video advertising in China.	Enterprise never could prepare to deal with this situation today. Paid media and earned media are born for entertainment and need attention, with recreation as a priority.
POE model has no firm persuasion for Generation Y, who is 18-30 on short-video Apps.	With the frequent fraud on social media in recent years and the "fake bird's nest" and "the fake mask" from some specific influencers, users are not easily believed.
The advertising context has changed from product-centric to personal-centric.	Consumers see it as a livelihood for creators, an incentive to produce exciting videos. It is not as commercial as traditional advertising. Hence, they prefer to watch the personal-centric ad.

Source: Author

9. Contribution

This dissertation contributed to filling three research gaps in the literature by making theoretical contributions and offers three warnings to managers.

9.1. Theoretical contribution

Firstly, this dissertation addressed the gap in advertising research on POE (paid, owned, and earned) media in the context of Chinese short videos. The results indicate that the POE model can explain short videos' influence on Generation Y in China, with the exception of H5, as owned media had only slight persuasion power. The dissertation also provided evidence of Chinese short-video advertising effectiveness. Previous research on the three types of social media POE accounts in the short-video environment is otherwise limited (Arens, 2002; Czinkota, 2000; Kotler, 2009; O'Guinn et al., 2012; Popescu, 2004; Richards & Curran, 2002; Stewart, 2016). In addition, the results supported previous studies' findings that the fundamental way to succeed with owned media is not live viewing but the promotion of product advertisements disguised as news or entertainment, reminding consumers of the brand (Baetzgen & Tropp, 2015; Evans et al., 2017; Lovett & Staelin, 2016).

Secondly, although the United Nations has updated the birth years defining Generation Y, differences may exist among age groups in Generation Y in terms of

marketing influences. The results supported H8. Social media POE affected 18-30 year olds on the short video, but it has no firm the persuasion

Previous studies (Mayrhofer et al., 2019; Rozendaal et al., 2013) indicated that social media strongly attracts Generation Y. The findings of this study did not support previous studies (Mayrhofer et al., 2019; Rozendaal et al., 2013) and subdivided the group of Generation Y into short-video ads and found that there were differences among Generation Y, further refining the research on short video advertising between Generation Y.

Thirdly, the author filled the deficiency of advertising content in previous studies and provided personal-centric evidence in advertising; following that, a more suitable model for advertising research on short-video, named the short-video version of the POE model, was proposed.

The advertising context in previous studies contains five criteria, but whether the short video has changed criteria is in doubt. Previously, there were nonpersonal and mass media as the primary mediated communication, with the product as the centre. However, the findings in this study supported H9 that the core criteria of advertising have changed significantly in the Chinese short-video environment.

As a result, with social media POE as the primary mediated communication, the advertising content changed from product-centric to personal-centric. Previous studies (Arens, 2002; Czinkota, 2000; Kotler, 2009; O'Guinn et al., 2012; Popescu, 2004; Richards & Curran, 2002; Stewart, 2016) have focused on advertising research with the

previous generation of technologies.

9.2. Managerial contribution

From the managerial perspective, the author provided three points for an advertising agency or company which desires to promote its product or service.

Firstly, this study enlightened enterprises in the more effective advertising carrier. It explained the different effectiveness of the three types of social media, POE. The study provided effective samples under the Chinese market environment and provided strong evidence for practitioners to choose which social media can produce relatively sound effects in the future.

Second, the previous social media model failed to persuade Generation Y in the short video. This study cautions businesses that blindly utilize traditional promotion methods and proposes paying more attention to the content created by Generation Y.

Thirdly, in advertising, practitioners are immersed in daily competition. Although they can feel the changes in the advertising industry, it is difficult to categorize these phenomena concretely and clearly. The author provided the latest enlightenment of the personal-centric methods for enterprises. From now on, they should also pay attention to protecting intellectual property rights in this aspect. See **Table 9-1**.

Table 9-1 Contribution

Literature review	Findings	Theoretical contribution	Managerial contribution
There were Not studies on Chinese short-video POE.	Result supported social media POE. Except for owned media is the slightest the persuasion	This study filled the deficiency (Czinkota et al. 2000, Arens 2002, Richards et al. 2002, …) of social media POE in the short-video advertising.	It provided evidence for practitioners to choose which social media can produce relatively sound effects in the future.
This generation consists of pragmatic and elusive consumers.	POE model has no firm persuasion for Generation Y (18-30).	The findings of this study are different from previous studies (Mayrhofer et al. 2019…) and subdivided the group of Generation Y into short-video ads and found that there were differences among Generation Y, further refining the research on short video advertising between Generation Y.	This study warns those enterprises that blindly use traditional promotion methods and suggests that they pay more attention to the content Generation Y likes.
There were Nonpersonal and Mass media as the primary advertising content.	Personal as the primary advertising content in short-video ads.	This study filled the deficiency in previous studies (Czinkota et al. 2000, Arens 2002, Richards et al. 2002…) of advertising content. It proposed a more suitable model named the short-video version of POE model for advertising research on short-video.	It implied significance in protecting individual-intellectual-property on an influencer who works for enterprises.

Source: Author

10.   Limitation

Firstly, this study is insufficient for analyzing owned media. Because the result shows from quantitative research that owned media cannot directly affect consumers; nevertheless, the particular cause for this result is unknown. This study collected some explanations from in-depth interviews with consumers but did not conduct in-depth interviews with businesses to ascertain whether technological challenges or other factors are at play.

Secondly, due to the scope of data, it is difficult for this study to confirm whether there is a difference in Generation Y's situation in other countries, such as similar countries in Asia. Additionally, this study did not have in-depth interviews with the subdivided Generation Y in China and did not know their feedback on the POE model. It is necessary to continue to undertake sub-segmentation research on the Generation Y, because the span of the Generation Y is relatively vast, including 18-45 years old.

Thirdly, in-depth interviews with enterprises, influencers, and other subjects are absent such as B-to-B level. While the consumer perspective reflects some variables, whether it is congruent with the data from enterprises, influencers, and other subjects remains debatable.

11. Future research

First, although there is an indirect consumer response, direct evidence from businesses is lacking. They still conduct the old generation of technology to design the short-video generation of advertising. the result is limited by the research object. Therefore, further research into objects such as owned media is necessary.

Second, although this dissertation found a discrepancy among Generation Y in China, it did not verify a discrepancy in other countries. Additionally, It is of great significance to further research Generation Y, such as gender, educational background, and other variables all have a role in moderating.

Third, the results from different channels and regions and considering other products and services should be analyzed and compared to enhance the completeness and universality of the research conclusions. This dissertation has only considered the B-to-C angle and has not considered B-to-B or business connections with governments, universities, or other institutions. At the B-to-B level, structural characteristics, relationships, location effects, and market competition factors may lead advertising criteria to produce different results. These topics should also be further explored by future research.

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Appendix 1

The questionnaire was provided online and had a 7-point Likert scale, where one indicated very strongly disagree, 4 represented a neutral opinion, and seven strongly agreed.

Questionnaire of quantitative research

Items	Questions	Reference
Paid media	1. I think that the product from influencers' recommendations attracts me more than other forms. 2. After watching over influencers' recommendation videos, I feel more interested in the product than other forms. 3. After watching over influencers' recommendation videos, I hope to get the product more than other forms. 4. I think that product from influencers' recommendations is more impressive than other forms. 5. After watching over influencers' recommendation videos, I will search for information about the product on the Internet more than other forms. 6. After watching influencers' recommendation videos, I am willing to buy the product more than in other forms. 7. After watching over influencers' recommendation videos, I will share the product more than other forms.	Wei et al. (2013)
Owned media	8. I think that product from official accounts' recommendation attracts me more than other forms. 9. After watching over official accounts' recommendation video, I feel more interested in the product than other forms. 10. After watching over official accounts' recommendation video, I hope to get the product more than other forms. 11. I think that product from official accounts' recommendation is more impressive than other forms. 12. After watching over official accounts' recommendation video, I will search for more information about the product on the Internet than other forms. 13. After watching over official accounts' recommendation video, I am willing to buy the product more than other forms.	Wei et al. (2013)

	14. After watching over official accounts' recommendation video, I will share the product more than other forms.	
Earned media	15. I think that product from other consumers' recommendation attracts me more than other forms. 16. After watching other consumers' recommendation videos, I feel more interested in the product than in different forms. 17. After watching other consumers' recommendation videos, I hope to get the product more than other forms. 18. I think that product from other consumers' recommendation is more impressive than other forms. 19. After watching other consumers' recommendation videos, I will search for more information about the product on the Internet than other forms. 20. After watching other consumers' recommendation videos, I am willing to buy the product more than in different forms. 21. After watching other consumers' recommendation videos, I will share the product more than other forms.	Wei et al. (2013)
Identified brand	22. Social media all exhibit logo clearly when they are advertising for the product. 23. Social media all exhibit package clearly when they are advertising for the product. 24. Social media all exhibit design about the product clearly when they are advertising for the product. 25. Social media all introduce brand names clearly when they are advertising for the product. 26. Social media all introduce sponsor clearly when they are advertising for the product.	Mindrut & Roman (2015)
The persuasion	27. If someone on a social media platform recommends me, I tend to accept it. 28. I believe rare products are more valuable than mass products. 29. I am very inclined to listen to professionals' recommendations on social media platforms. 30. Once I have committed to buying something, I will surely do it. 31. I often rely on other people on social media to know what I should buy. 32. I will accept products recommendations from people whom I like.	Kaptein et al. (2009)

Source: Yu & Natori (2020c)

Appendix 2

Questionnaire of qualitative research

Interview item	Reference
1. How many types of short-video apps do you know? For example? 2. Which of the following introduces a product or service? a. Influencer promotion b. Cooking c. Eating show d. Storyline e. Breaking news f. Product review g. Tutorials h. Clipped films i. Humorous video j. City introduction k. Any official account l. Other () 3. Do you think any of these short-video types include advertising factors? Why? 4. Which kind of short video is your favorite? Why?	Richards et al. (2002) Kerr et al. (2020)
5. What are the differences between earlier advertising and short-video advertising? Why? 6. Do you think that short-video ads are more difficult to identify than previous advertising forms? Why? If you don't think so, why?	Kotler et al. (2007) Kerr et al. (2020)
7. Did you have experience promoting something without persuasive intention? When and how? 8. Would this kind of behavior be identified as advertising? Why? 9. Have you searched for related information after watching any short video? Why? Do you think this kind of short video is, therefore, an advertisement?	Stern (1990) Kerr et al. (2020)
10. Which of the following factors does watching short-video ads cost you? a. Money b. Time c. Energy d. Emotion e. Other ()	Kerr et al. (2020) Okada et al. (2004) Sui et al. (2003)
11. Do you think short-video ads influence your life now or will in the future? 12. Which of the following kinds of changes might happen or have already happened in your life after watching short-video ads? a. Attention b. Interest c. Search d. Asking e. Buying f. Sharing g. Other ()	Kaptein et al. (2009) Wei et al. (2012) Kerr et al. (2020)
13. Could you tell me what your definition of short-video advertising would be?	Kerr et al. (2020)

Source: Yu & Natori (2020a)

Appendix 3

1. In most storylines, the protagonist is a male who meets a girl by chance. They dine out, mingle, and participate in various everyday activities before falling in love. This style of storyline piques other users' curiosity. When they build a large enough following, the bulk of these accounts begins selling commodities such as clothes. Users capture everyday life in other countries in the foreign marriage series, showcasing cultural contrasts such as the beautiful food from the two countries they eat and grade. They offer things such as baby necessities after they have amassed a substantial following.

2. The study abroad series highlights users who demonstrate cultural variations in daily life. They sometimes commit purposeful propaganda blunders to garner followers, such as highlighting only weird occurrences in the nation. They are experts in international goods and online education.

3. The e-sports series features gamers who compete in popular games and make films complete with commentary or narration. They provide discount coupons for video games, gaming PCs, and accessories.

4. Individuals in the clipped film series cut current popular mainstream films into short clips with subtitles to aid the audience in grasping the film. China has a wide variety of regional accents. Generally, these are business-to-

business firms that use their company or brand name as the login; the audience who appreciate the video will click "like," telling further users.

5. National or local governments, television stations, and newspaper offices provide non-commercial material through the breaking news series. They may, however, aid persons in hardship in selling their goods in a severe event, such as a natural catastrophe. For example, they supported businesses in marketing items that benefited in the battle against the recession during COVID-19. Except for this one, all series allows for customized commercial advertising at the cost of between $200 and $3,000. A one-time fee of between $200 and $700 is charged for a 100,000-follower account.

6. In the eating show series, various meals, both Oriental and Western, are devoured in front of a camera. It began in South Korea in 2010 and has since expanded around the globe. Restaurant owners and, on occasion, food companies employ users to taste and interpret their cuisine.

7. Authors deliver solutions to followers seeking to improve their lives or overcome work-related obstacles in the skill-sharing series. Creators may earn profits from the selling of courses, books, or school materials.

8. The list of various sorts of series is not complete; further examples include "the success theory or business series," "the cookery series," "animals vlog series," "children's series," and "entertainment series."