

Abstract of Doctoral Thesis
A Study on Chinese Short-Video Using Social Media
Advertising Model

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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 consider short-video advertising? A total of eight hypotheses were set for RQ ① and RQ 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 study found that there has a discrepancy between young Chinese users to short-video ads. Thirdly, this study 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