

# Research on the Impact of Short Video Marketing Driven by Digital Technology on Consumers' Repurchase Intention

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**Abstract:** This paper focuses on the research of the influence mechanism and strategies of traffic conversion on consumers repurchase intention in short video marketing driven by digital technology. Under the background of digital technology-driven, digital empowerment drives short video marketing of enterprises, aiming at the dual drive of consumers' value and spiritual needs. Multiple marketing models such as "short video + live streaming" are deeply integrated into short videos, and digital technology is used to innovate content for efficiency and quality improvement, reshape enterprises' marketing models and realize precise full-chain placement. Based on this, this study expounds the research background of short video marketing and analyzes the influence strategies of short video marketing on converting traffic into consumers' brand recognition under the background of digital technology driven. Thus, it reveals the mechanism of the effect of short video marketing on consumers repurchase intention under the background of digital technology-driven and provides a reference for the realization of enterprise digital marketing.

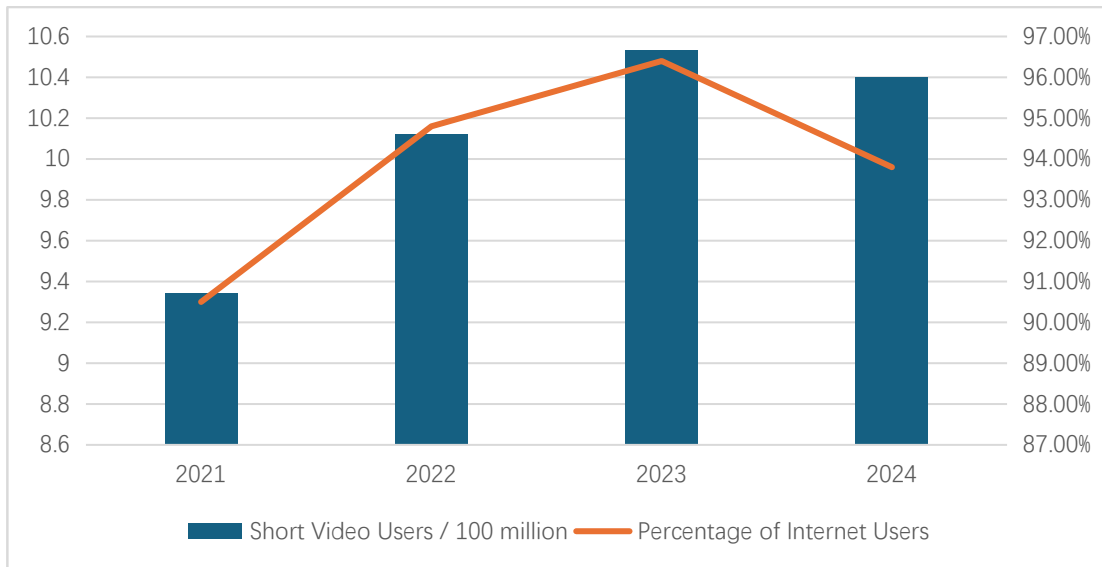
**Keywords:** Digital-driven; Short video marketing; Repurchase intention; Flow experience

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## 1. Research background

With the rapid development of digital technology, "AI +" is promoting industrial integration and innovation, becoming the mainstream trend of evolution in all industries. The "Digital Consumption Development Report (2025)" shows that the scale of "digital consumption" in China reached 9.37 trillion yuan in the first half of 2025, accounting for 46.5% of the total consumer spending during the same period. According to the data on the scale of short video users, the scale of short video users is continuously increasing (**Figure 1**). Digital technology is integrating into the lives of the public, and digital consumption has become a new engine for economic growth. Short video marketing, as a representative of digital marketing, is not only a sales channel but also a "new consumption scene that connects content, social interaction, and transactions". Short video marketing changes consumers' purchasing decisions through immersive experiences, real-time interaction, and algorithmic

recommendations.



**Figure 1.** Data on the scale of short video users from 2021 to 2024. Data source: China Internet Society (CNNIC).

Driven by digital technology, the short video marketing model of enterprises is undergoing a systematic transformation throughout the entire chain of “content–traffic–value”, achieving the “Four Modernizations” upgrade of intelligent content creation, refined traffic operation, diversified marketing scenarios, and ecological value realization. Digital technology has led the blockbuster thinking in short video marketing to evolve into asset thinking. In terms of production mode, AI batch generation has shortened the video production cycle, and the logic of AI’s deconstruction of best-selling product logic has enabled replicable large-scale production. In terms of content ecosystem, the virtual content generation of short videos creates immersive narratives that can quickly adapt to the diverse cultural and aesthetic preferences of different regions. In terms of content operation, the distribution of short videos has shifted from centralized to distributed matrix, and LBS-based precise location-based services can effectively reduce the cost of traffic distribution and achieve precise localized operation. Short video marketing is no longer a novelty tool for a few industries, but the “standard configuration” that has deeply penetrated all industries, especially traditional manufacturing, chain retail, or cross-border e-commerce. Short video marketing is the most effective way for enterprises to sincerely convey the values of their products and brand concepts to target audiences based on their own characteristics through video language.

## 2. Literature review and outlook

### 2.1. Short video marketing

Short video marketing is the core evolving form of video marketing in the digital economy era. It refers to the value creation activities of brand promotion and product marketing by enterprises through digital technology, with short videos as its core carrier, integrating entertainment attributes, social attributes, and immersive experiences. Through the “fan” economy conversion ability of video influencers, rich and interesting content creation, and user interaction, it achieves the marketing goal <sup>[1]</sup>. Short video marketing features fragmented dissemination, easy content production, socialization, interactivity, and high conversion potential <sup>[2]</sup>. The development of short video marketing can be traced back to the late 20th century. With the advancement of internet technology and the rise

of social media, short videos have gradually become an important marketing method. However, nowadays, due to the low production threshold, a large amount of short video content are repetitive and of low quality, which has led to serious homogenization and lack of innovation in short video content, which affects user experience, making it difficult to form long-term user stickiness and easily dispersing user attention<sup>[3,4]</sup>. At the same time, problems such as false information, vulgar content, and false promotion have occurred frequently, making it difficult to guarantee the authenticity of information. Short video marketing is highly dependent on platforms' algorithms and traffic resources. A slowdown in user growth or changes in platform policies may affect marketing results. Therefore, enterprises need to continuously optimize in terms of content innovation, user interaction, and platform optimization when using short video marketing to enhance marketing effectiveness<sup>[5]</sup>.

## **2.2. The impact of short video marketing on consumers' repurchase intention**

This study investigates the impact of short video marketing on consumers repurchase intention based on the flow theory. The flow theory was proposed by Mihaly Csikszentmihalyi, a psychologist at the University of Chicago, in 1975, to explain why people become fully engaged in certain activities, lose track of time, and enjoy them. In the context of digital technology, the linear persuasion logic of traditional marketing fails to create the immersive and emotionally resonant new interactive experience that of short video marketing. Based on the flow theory, short videos can bring consumers into a state of high concentration, pleasure, satisfaction, and temporary forgetfulness of time and self-immersion. The flow experience can enhance consumers' participation and satisfaction in short video marketing<sup>[6]</sup>.

The iteration of digital technology provides core support for short video marketing to build a flow experience. Technologies such as 5G high-speed transmission and artificial intelligence's precise push have enabled short videos to achieve immersive experience upgrades from content presentation to interaction forms. From the content dimension, short video marketing through fun expression, story-telling, and personalized push, precisely matches consumers' interest preferences, forming the "challenge-skill balance" foundation of the flow experience. Whether it is the star interaction clips and plot suspense settings in movie marketing, or the in-depth interpretation and scene-based performance by KOLs in book marketing, they can quickly attract consumers' attention and make them enter a highly focused state<sup>[7]</sup>. This sense of focused attention further evolves into emotional recognition. When the values conveyed by short video content align with consumers' self-perception, such as cultural confidence stimulated by traditional culture-related short videos and social responsibility triggered by public welfare content, it will strengthen consumers' emotional connection with the brand or product, laying the foundation for repeat purchases.

Innovations in interaction mechanisms continuously deepen the flow experience, promoting consumers' transformation from passive recipients to active participants. The functions of imitation challenges, topic interaction, and live interaction on short-video platforms enable consumers to gain a sense of accomplishment and belonging through creation and sharing. For instance, the walking imitation challenge of "Full River Red" and the check-in interaction at tourist attractions prolong consumers' immersion time and enhance their memory of the products during their participation<sup>[7,9]</sup>. Meanwhile, Meng & Qin (2020) stated that algorithm technology continuously optimizes content push based on consumer interaction data, forming a closed loop of "interest stimulation–interaction participation–precise feedback", which continuously strengthens the flow experience<sup>[10]</sup>. The continuous positive experience will enhance consumers' satisfaction and trust, and trust, as the core antecedent of repurchase intention, will prompt consumers to prefer familiar brands or products in subsequent consumption.

In addition, short-video marketing consolidates consumers repurchase intention through the dual drive of price benefits and value recognition. The time-limited discounts in live streaming and other price benefits reduce consumers' decision-making costs, while the spiritual values conveyed in the content meet consumers' higher-level needs. When consumers simultaneously obtain practical benefits and emotional satisfaction in short-video marketing, the flow experience will transform into stable brand loyalty, ultimately promoting repurchase behavior in short-video marketing.

### **2.3. Comprehensive review**

Based on the review of existing literature, short-video marketing has become one of the marketing methods driven by digital technology. The unique entertainment and usability of short videos have become factors that attract consumers, and enterprises can influence consumers better through short-video marketing and achieve traffic conversion. However, the existing research on the business model of short-video marketing mainly focuses on the concept definition, and there is less exploration from the perspective of enterprises to investigate the relationship between short-video marketing and enterprise traffic conversion. At the same time, the realization path of value creation by short-video marketing is a topic that scholars have paid more attention to. Based on this, this paper starts from the perspective of flow, explores the relationship between short-video marketing and enterprise traffic conversion under the background of digital technology-driven, as well as the mechanism involved.

## **3. Motivation and pattern analysis**

### **3.1. Motivation analysis**

Existing research has conducted extensive discussions on the practical forms, influencing factors, and application scenarios of short-video marketing, providing a solid foundation for this study. However, there is still room for further expansion.

In terms of research content, existing literature mostly focuses on the strategy optimization and effect evaluation of short-video marketing, and some scholars analyze the marketing paths of different industries based on the 4I theory, the new 4C principle, etc., through empirical research to verify the influence of short-video content and interaction forms on consumers' purchase intentions, reveal the core elements of short-video marketing<sup>[11]</sup>. However, it mostly focuses on single purchase behaviors, and the exploration of how short-video marketing through continuous flow experiences can cultivate consumers repurchase intentions under the digital technology-driven context is relatively insufficient. Lu & Fan (2021) emphasized the issue of "user retention under digital technology-driven", which was not given sufficient attention<sup>[12]</sup>. Some studies have mentioned the significance of user stickiness and brand loyalty, but they have not deeply analyzed the mediating role of the flow experience in the "first purchase-repeat purchase" conversion process. There is a lack of systematic explanation of the intrinsic mechanism linking technological empowerment, immersion, emotional resonance, and the intention to repurchase<sup>[13]</sup>.

In terms of research perspectives, existing research mostly starts from the perspective of the marketing party or the platform, exploring how to improve communication effects through content innovation and channel expansion, while there are relatively few studies from the perspective of consumers' psychological experience<sup>[14]</sup>. The flow theory, as the core theory explaining immersive experiences, has been applied in the new media field, but the research combining it with short-video marketing and repurchase intentions is still in its infancy<sup>[15]</sup>. Existing research has recognized the impact of the interactivity and entertainment of short videos on user behavior but has

not fully explored the differentiated manifestations of the multi-dimensional aspects of flow experience in different digital technology scenarios, nor has it clearly explained how these dimensions work together to influence repurchase intentions <sup>[16]</sup>.

The existing research has provided important references for understanding the operational logic of short-video marketing and consumer behavior. However, there are still gaps in the research focus, perspective and scope. Based on the theory of flow, this paper focuses on the core background of digital technology-driven marketing, and deeply analyzes the internal mechanism by which short-video marketing influences consumers repurchase intentions through flow experiences. This not only can make up for the deficiency of existing research in the insufficient attention to “continuous purchasing behavior”, but also can integrate the common rules of different industries, providing theoretical support and practical guidance for short-video marketing.

## **3.2. Mode analysis**

### **3.2.1. Content-driven immersion mode**

The technical and narrative characteristics of short-video content can instantly attract users’ attention and prompt them to enter the initial state of “integration of action and perception” in the flow state. The flow experience requires individuals to focus their attention highly on a limited information source. Short videos use full-screen, high-definition, and strong rhythm visual and auditory stimulation to minimize external interference and seamlessly integrate users’ “action” and “perception”. Short-video platforms precisely push content based on users’ interests to ensure the initial matching of video content with user preferences, reducing users’ choice fatigue and quickly entering the interested area. Combined with immersive audio-visual technology, high-quality and high-immersion content is created to reduce users’ cognitive defense and build initial brand memory and emotional preference, laying the seeds for future triggering of repurchase cognition and emotions.

### **3.2.2. Interaction-driven control mode**

The interaction functions in the short-video ecosystem emphasize giving users a sense of control and maintaining their flow experience through moderate challenges, transforming passive viewing into active participation, and turning users from “viewers” into “participants”. Deep interaction can bring psychological ownership and investment to users. The time spent by users is essentially an “investment” in the brand relationship. This positive experience brought by control and sense of achievement will significantly enhance users’ identification with and belonging to the brand. When users need to purchase the same products again, they will become the first choice due to the additional emotional value.

## **4. Implementation path and strategy analysis**

### **4.1. Implementation path**

The implementation path is as follows:

- (1) Content immersion creates a flow experience. The application of digital technology in short videos has achieved precise push notifications and immersive experience creation. Through the iterative upgrade of AI technology, short video content has been scaled up and mass-produced in a personalized manner. The short video marketing of enterprises, through strong audio-visual experience and rhythmic narration, reduces users’ cognitive defense and choice fatigue, laying a cognitive and emotional foundation for the re-purchase intention;

- (2) Deepening user emotional connection. During the application of short video marketing by enterprises, whether it is video content or live-streaming content, the use of topic interaction, challenge imitation, live-streaming discounts, etc., enables consumers to have in-depth communication with the product, giving users a sense of participation control and purchase achievement;
- (3) Dual-value-driven re-purchase intention. Short video marketing has a dual-value-driven system of price and spirit. Through live-streaming time-limited discounts and other benefits to meet the price needs, and the short video content's transmission of brand concepts and values aligning with consumers' spiritual needs, it solidifies consumers' re-purchase intention.

## 4.2. Strategy

The strategies are as follows:

- (1) Optimize content to break the homogenization deadlock. With the rapid development of digital technology, in response to the previously observed phenomenon of low-quality and homogeneous content in short videos, technological empowerment can enhance the innovative development of the quality of short video content. By applying the logic of AI-generated short video hits, we can achieve high-quality and large-scale production of content, create immersive narratives for short videos, focus consumers' attention, adapt to the diverse cultures and aesthetic needs of consumers, and enhance content retention and emotional resonance;
- (2) Digital empowerment for precise marketing. The precision brought by digital technology empowerment can be achieved through LBS positioning technology, enabling localized and precise traffic attraction for short video marketing, reducing the cost of traffic investment. At the same time, relying on 5G, AI algorithms, etc., can optimize the feedback mechanism of the content, forming a multi-scenario marketing matrix with "one person, one face";
- (3) Risk prevention for sustainable marketing. In the information age, the truth and falsehood are constantly changing. The construction of a compliance review mechanism is a guarantee and control system to resist false promotion and low-quality marketing. At the same time, continuous optimization of user flow experience can balance the interaction challenges and user skills, avoiding user annoyance caused by excessive marketing, and making marketing effects long-lasting.

## 5. Conclusion

Through precise algorithmic matching, immersive audio-visual experiences, and real-time feedback, the brand creates a "low barrier entry-high immersion retention" flow field for consumers, enabling the brand information to be cognitively implanted in an unguarded state and stimulating consumers' desire to repurchase. When consumers encounter similar needs, the brain prioritizes retrieving the brand that has been marked with a sense of flow pleasure, forming a path of "cognitive preference → emotional identification → psychological ownership" where the emotional peak and brand symbols are conditionally bound through reflex, reducing the decision-making cost for consumers. Enterprises must establish a strategy based on dynamic algorithms of "data insight-narrative IP-community marketing", maintaining long-term emotional engagement through a series of IPs and solidifying the identity of the community. This will enable the continuous harvesting of re-purchase benefits in the second half of the enterprise's digital consumption.

## Disclosure statement

The author declares no conflict of interest.

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