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### How story plot affect the effect of short video marketing

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# How story plot affect the effect of short video marketing

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## 1. INTRODUCTION AND RESEARCH QUESTIONS

Marketing is one of the important links in enterprise competition. In recent years, with the intensification of market competition, how to carry out effective marketing and improve the efficiency of marketing has become the focus of enterprises. In recent years, story marketing has gradually attracted the attention of academia and enterprises. Among the influencing factors of narrative transportation, the story plot has not been systematically and fully studied. Secondly, short video has its unique characteristics as a new popular medium, such as reversal, humor, etc.

Therefore, this study will explore (1) what features of the story plot are important in short video story marketing? (2) Is the intermediary mechanism between these characteristics of the story plot and the advertising effect still the intermediary role of narrative transportation in the short video application? (3) Will the relationship between these plot related factors and narrative transportation show different conclusions due to the characteristics of short video?

## 2. THEORY AND RESEARCH FRAMEWORK

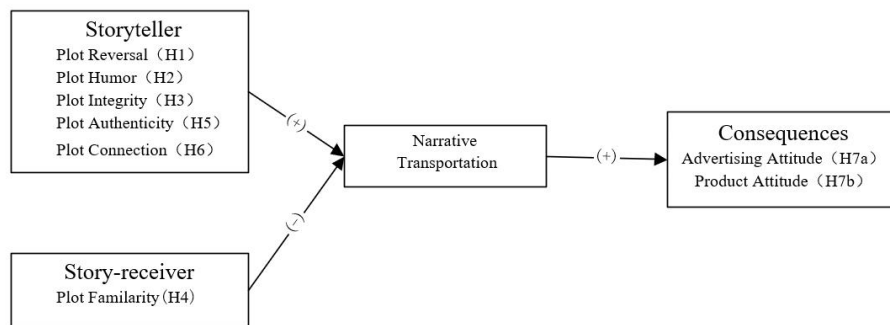


Figure 1. Research framework

In this study, we first conducted in-depth interviews with 16 users who have watched Douyin and bought beauty products. The main question of in-depth interviews is "what features of the story plot in short videos are attractive". Through the summary of the interview content, we found these six factors. According to Laer's theoretical model in meta-analysis, it can be divided into two categories from the perspective of storytelling and reception<sup>[1]</sup>.

## 3. RESULTS AND MAJOR FINDINGS

In the past, the research of story marketing took the story as the research object, and did not specifically study the story plot. This study systematically explored story plot and it is based on the emerging short video. Specifically, we explored which features of story plot are important in short video advertisement, and verified the relationship between these features of story plot and narrative transportation, advertising effects. Conclusions are as follows:

Plot reversal, plot humor, plot integrity, plot authenticity, and plot connection will positively affect the narrative transportation and indirectly affect the advertising attitude and product attitude, which means that the more prominent these

plot characteristics of short video advertisement are, the better the advertising effect will be. However, the plot familiarity will negatively affect the narrative transportation to affect the advertising attitude and product attitude, which shows that when the audience is familiar with the plot, it will have a negative effect, it is contrary to previous research findings in the field of story marketing. In addition, the transportability and self character similarity also have a positive impact on the narrative transportation, which means that these two factors related to individuals will have a positive impact on the advertising effect through the positive impact of narrative transportation.

**Table 1. Conclusion**

<b>Path</b>	<b>Coefficient</b>	<b>p- Value</b>	<b>Conclusion</b>
Narrative Transportation → Product Attitude	0.796	0.000	Support
Narrative Transportation → Advertising Attitude	0.805	0.000	Support
Transportability → Narrative Transportation	0.069	0.031	-
Plot Connection → Narrative Transportation	0.141	0.001	Support
Plot Reversal → Narrative Transportation	0.112	0.003	support
Plot Humor → Narrative Transportation	0.084	0.030	Support
Plot Familiarity → Narrative Transportation	-0.097	0.001	Support
Plot Authenticity → Narrative Transportation	0.099	0.005	Support
Plot Integrity → Narrative Transportation	0.164	0.000	Support
Self Character Similarity→ Narrative Transportation	0.382	0.000	-

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**Goodness of model fit**

SRMR =0.076

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**Structural model fit**

R<sup>2</sup> (product attitude) =0.634

R<sup>2</sup> (advertising attitude) =0.648

R<sup>2</sup> (narrative transportation) =0.826

#### 4. CONTRIBUTIONS

At the theoretical level, this study systematically explores the relationship between the plot, narrative transportation and advertising effects based on short video advertising, and enriches the literature in the field of short video and narrative transportation. For practical significance, suggestions are provided from the perspective of story content creation and short video platform, which will help to improve the effectiveness of advertising.

#### ACKNOWLEDGEMENT

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