Asian Business Research Journal
Vol. 9, 111-118, 2024
ISSN: 2576-6759
DOI: 10.55220/25766759.219
© 2024 by the authors; licensee Eastern Centre of Science and Education, USA

An Optimization Study on the Marketing of Outfit Short Video Content -- Taking Xiaohongshu as an Example

An-Shin Shia[1]
Dan Dan He[2]
Jie Bao[3]

[1,2]*Business School, Lingnan Normal University, Zhanjiang, Guangdong, China.*
Email: 2759209526@qq.com
Email: 18875991570@qq.com
[3]*Center of Laboratory Medicine, Guangdong Medical University affiliated Hospital, Zhanjiang,524001, China*
E-mail: 850852090@qq.com
(Corresponding Author)

Abstract

Numerous short video platforms have emerged amidst contemporary digital trends, among which Xiaohongshu (XHS) stands out as a social e-commerce platform primarily focused on lifestyle sharing. The outfit-related short video content on XHS has garnered extensive attention and popularity among users. This study aims to analyze the marketing of XHS's outfit short videos from the perspective of users, based on the five dimensions of the AISAS model: Attention, Interest, Search, Action, and Share. It delves into aspects such as user behavior and content characteristics. A total of 332 questionnaires were distributed through various online platforms, of which 10 were invalid, leaving 322 valid questionnaires, resulting in an effective response rate of 96%. The findings propose five optimization suggestions: implementing a personalized recommendation mechanism, enhancing product storytelling, focusing on user interaction and participation, collaborating with shopping apps, and providing authentic and effective product evaluations. These recommendations hold significant guidance for content creators and brand merchants of outfit short videos on the XHS platform and also offer insights for the marketing optimization of social media and short video platforms.

Keywords: AISAS model, Optimization, Short video marketing, Xiaohongshu platforms (XHS).
JEL Classification: *M1; M2; M3; L81.*

1. Introduction

The rapid development of modern technology has seen short videos emerge as a significant medium for market information dissemination due to their convenience and ease of sharing. They have expanded the channels for product marketing and provided new marketing insights and platforms for enterprises. In this era of explosive information growth, consumers' attention is vastly scattered, and traditional marketing methods such as offline promotions and monotonous advertisements may fail to effectively attract consumers' interest. Xiaohongshu (XHS), a platform primarily targeting female users for sharing, has received widespread user attention for its short video strategies and product recommendations. Its personalized recommendations quickly capture consumer attention and influence their purchasing decisions. However, in the context of the current new media era, this form of marketing also presents many new characteristics and challenges (Nong & Chang, 2024). Against this backdrop, this paper aims to integrate the characteristics of the XHS platform. Using the five dimensions of the AISAS model as the theoretical foundation, the study constructs consumer scenarios on the platform to explore the current state of marketing for outfit videos, thereby identifying issues with the platform and content creators. Investigating users' attitudes and opinions towards these videos on XHS can help businesses find more targeted improvement measures, assist brand merchants in better utilizing the platform, enhance brand visibility and user engagement, and promote sales conversion, thereby standing out in the fierce market competition.

2. Literature Review

2.1. The AISAS Model

Before the AISAS model was proposed, Lewis (1898) introduced the AIDMA model based on traditional marketing. This model primarily aimed to attract consumer attention and stimulate interest and desire, leaving an indelible memory impression of the product, ultimately leading to the action of making a purchase. However, with the advent of the electronic information age, consumers have become more inclined to search for product-related information based on their own needs, considering factors such as product style, price, and feedback from purchasers before taking action, rather than passively accepting advertising stimuli. Therefore, in 2005, the Japanese advertising agency Dentsu proposed the upgraded AISAS model, which deepened the consumer's subjectivity in the purchasing process by emphasizing the active search for information and sharing experiences, aligning more closely with consumer purchasing psychology in the new internet era. The evolution from the AIDMA model to the AISAS model is detailed in Figure 1.

© 2024 by the authors; licensee Eastern Centre of Science and Education, USA

Figure 1. Evolution from the AIDMA model to the AISAS model.

Current scholarly research on the AISAS model primarily focuses on marketing strategies, marketing communication, and empirical research on marketing outcomes. In terms of marketing strategies, scholars often study the operational status of entities based on the AISAS model and propose constructive strategies accordingly, with a particular focus on short video marketing strategies. For instance, Jiang (2023) analyzed the operational data and video performance of public library accounts on the Bilibili platform, identified issues related to content quality, video branding, and account activity, and proposed targeted measures. Wang (2023) investigated the "short video + dual KOL" advertising marketing approach, using the five dimensions of the AISAS model to explore the reasons behind its popularity among consumers and optimized marketing strategies to address shortcomings such as search engine difficulties and unclear content guidance in short videos.

When studying marketing communication, Javed and Rashidin et al. (2021) adopted a "dual AISAS model" based on this model, consumer buying behavior, and multi-step flow theory to study the influence of fashion influencers in content promotion and product marketing, focusing on attracting consumer attention and researching the extent of influence on consumer purchasing behavior under the concept of online communication. Hu and Wu (2023) believed that the AISAS model describes the entire consumer process, and when applied to movie new media marketing, it can focus on consumer emotional resonance and their sharing on social platforms as key points for marketing communication to achieve good results.

In applying the model to empirical research, Li and Pan et al. (2023) studied the specific impact of consumers' visual and auditory sensory signals on purchasing behavior under the model, allocating a specific number of research subjects to four different sensory combinations for empirical research on their decision-making process. Hidayanto and Halim et al. (2022) used Instagram as a case study to explore consumer attitudes towards paid promotions within the context of the CRI and AISAS models, finding that users generally have a resistant mentality.

Overall, domestic scholars have conducted more research on the current state of various fields and the optimization of marketing strategies, while foreign scholars have a relatively broader scope of research on marketing communication and empirical marketing.

2.2. Short Video Marketing

Research on short video marketing is abundant both domestically and internationally, with a focus on strategic discussions for selling products in various fields. Chun and Zheng (2023) addressed the marketing challenges of mid-to-low-end sauce-flavored liquor from Guizhou, using the SIPS model as the theoretical foundation. They leveraged the immediate dissemination of short video content to seek emotional resonance with consumers, aiming to achieve real-time interactive engagement and subsequent purchases.

Ren (2024) started from the Douyin short video platform, analyzed the development and external marketing issues of movie short videos, and proposed optimization measures to achieve optimal marketing for films. Liu et al. (2023) considered short videos on public library platforms as a novel and important channel for marketing library resources and services, but found that such promotional activities were not effective. They used social media analysis methods to analyze the topic and relevance of Douyin short videos in library marketing and emphasized the significance of promoting this type of marketing among professionals.

2.3. XHS Short Video Marketing

Surveys indicate that the primary audience of the XHS platform is young women, with nearly 80% of short videos centered on this demographic's new ideas and product promotion, predominantly in beauty, fitness, and product reviews. Jiang (2023) analyzed the popularity of beauty-related short videos on XHS from the user's perspective and identified issues such as excessive product marketing and the promotion of appearance anxiety, proposing optimization strategies. Wei (2021) focused on female fitness bloggers on XHS, exploring their agency in constructing their own bodies, languages, emotional appeals, and roles, encouraging women to strive for personal rights. Wu (2024) studied review videos on XHS under the TAM model, showing the positive effects of perceived usefulness and ease of use on consumer purchasing and consumption behaviors, generating positive value for businesses marketing to user needs.

Research on the XHS platform outside of China is limited, and the platform has not yet widely influenced the international market. Domestically, the scope of short video marketing on the platform is broad, focusing on female-oriented content and product marketing. The platform's outfit-sharing videos are one of the main tracks for promotion and marketing, but there is a lack of scholarly research on this area, as well as targeted problem analysis and solution measures. This scarcity motivates the purpose and innovation of the present study.

3. Methodology

3.1. Research Subjects

This study primarily focuses on the user base of XHS, a demographic that predominantly attracts young and fashion-conscious individuals. This group generally has a strong interest in fashion, outfit coordination, beauty, and makeup, which is conducive to studying the marketing optimization of outfit videos on XHS under the AISAS model.

© 2024 by the authors; licensee Eastern Centre of Science and Education, USA

3.2. Research Model

Based on the AISAS model, this study constructs and analyzes relevant marketing scenarios against the backdrop of XHS's rapid rise in popularity and the swift development of short video marketing in the China market in recent years. The aim is to identify the current issues in the marketing of outfit-related short videos on XHS and propose optimization strategies for marketing. The research model is presented in Figure 2:

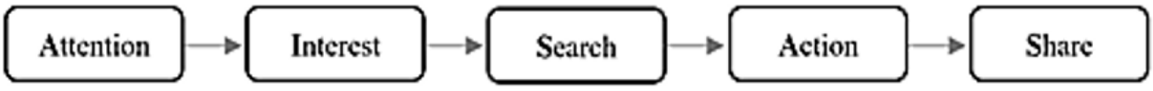

Figure 2. AISAS model.

3.3. Questionnaire Survey

This study employs an online survey, distributing questionnaires through various social networking platforms. The data collected from these surveys were tested for reliability and validity using SPSS software. This approach was used to construct and analyze relevant marketing scenarios, aiming to identify the significant factors by which outfit videos influence consumer purchasing behavior.

3.3.1. Questionnaire Design

The questionnaire was designed based on the AISAS model. Drawing on the integration of marketing and communication strategies with this theory by scholars such as Li Qingchun (2012) and Tao Yang (2007), the questionnaire was structured into four sections in relation to the XHS platform: (1) Consumer Personal Information (Q1-Q4); (2) Purchase Status (Q5-Q9); (3) AISAS: Attention (A; A1~A4), Interest (I; I1~I4), Search (S; S1~S4), Action (AA; AA1~AA4), and Share (SS; SS1~SS4); (4) Optimization and Innovation (Q15-Q19). The online survey was conducted to gather the opinions and perspectives of XHS users on outfit videos.

3.3.2. Data Collection

After consulting with 150 actual XHS users and 5 professional scholars, the questionnaire was revised and distributed. A total of 332 responses were collected, with 10 invalid questionnaires removed, leaving 322 valid questionnaires, achieving an effective response rate of 96%. The survey data will be analyzed using SPSS software.

4. Results

4.1. Reliability and Validity Testing

4.1.1. Reliability Testing

This study conducted an analysis of the credibility of the content, where a higher reliability coefficient indicates the stability of the collected data. The reliability coefficient of the survey questionnaire is presented in Table 1. A value of 0.820 demonstrates that the questionnaire has a high level of reliability.

Table 1. Reliability analysis.

Sample	Items	Cronbach's alpha
322	30	0.885

4.1.2. Validity Testing

Since this study utilized the Likert scale for questions 10-14 of the questionnaire, the KMO (Kaiser-Meyer-Olkin) test and Bartlett's test of sphericity were employed to assess the feasibility of the quantitative data section of the questionnaire. Table 2 indicates a KMO value of 0.949, which is greater than 0.6, suggesting that the sample size is suitable for extracting valid information. The Bartlett's test result of p=0.000 is less than 0.05, indicating that the data meets the criteria for sphericity.

Table 2. KMO and Bartlett's test.

KMO and Bartlett		
KMO value		**0.949**
Bartlett test of sphericity approx	Chi-square	4350.669
	df	190.000
	p-Value	0.000

4.2. Descriptive Statistical Analysis

This study collected a total of 322 valid samples and summarized the following basic characteristics of the sample. Table 3 indicates that the primary audience of the XHS platform is females aged 18-25, accounting for over 80%, predominantly holding a bachelor's degree, with a significant number of individuals with master's degrees and above. The average monthly disposable income is mostly below 2500 yuan.

© 2024 by the authors; licensee Eastern Centre of Science and Education, USA

Table 3. Sample data.

Information	Option	Samples	%
Gender	Male	64	19.88
	Female	258	80.12
Age / Years old	18-25	300	93.17
	26-35	19	5.90
	36-45	1	0.31
	46 above	2	0.62
Education	Junior high /Below	5	1.55
	High school	4	1.24
	Junior college	21	6.52
	Bachelor's	263	81.68
	Master's & above	29	9.01
Monthly disposable income/ yuan	1500/below（≤1500）	145	45.03
	1500 -2500（1500<x≤2500）	102	31.68
	2500 -3500（2500<x≤3500）	20	6.21
	3500 -4500（3500<x≤4500）	16	4.97
	4500 -5500（4500<x≤5500）	13	4.04

According to the questionnaire data in Table 4, the goodness-of-fit test for users' choice of outfit short video platforms shows significance (χ^2=399.021, p=0.000<0.05), indicating that there are significant differences in the selection proportions among the options. Therefore, a multiple response analysis was conducted to compare the differences in response rates or popularity. Specifically, Douyin, Taobao, and XHS have significantly higher attention and popularity compared to other platforms.

Table 4. Response rates and popularity.

Platform	Response		% （n=323）
	n	%	
Douyin	252	25.93%	78.02%
Kuaishou	87	8.95%	26.93%
Taobao	191	19.65%	59.13%
Pinduoduo	137	14.09%	42.41%
Xiaohongshu	250	25.72%	77.40%
JD	32	3.29%	9.91%
Others	23	2.37%	7.12%
Total	972	100%	300.93%
Goodness-of-fit test：X2=399.021 p=0.000			

When users were asked if they make purchases of clothing products while watching such short videos, 72.98% of consumers have made purchases. The number of items purchased was generally balanced, as shown in Figure 3, with 26.71% purchasing 3-5 items and 23.60% purchasing 11 items or more.

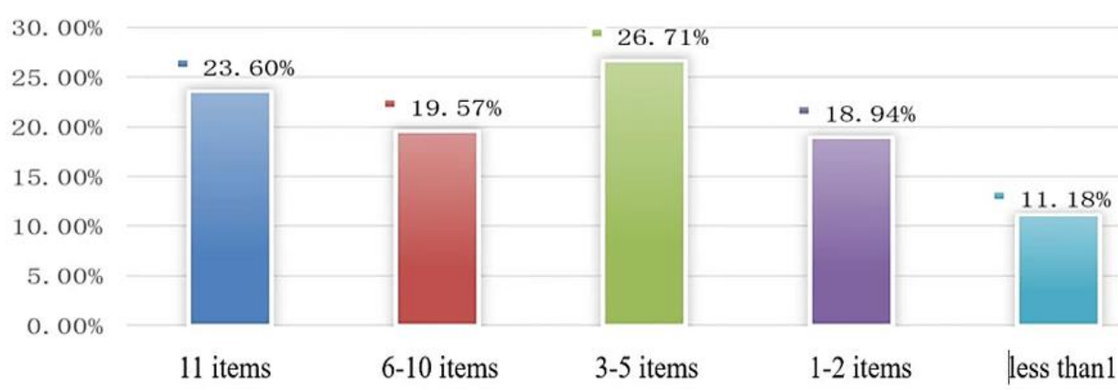

Figure 3. Quantity of clothing products purchased by users on short video platforms.

The main reason for users who did not make purchases is the concern about the quality of products bought on these platforms. The second reason is that the fashion bloggers did not conduct attractive marketing. As a result, most people choose to search for the same items on shopping platforms and then decide whether to purchase based on reviews and price factors from users who have already made purchases.

4.2.1. Confirmatory Factor Analysis

The five levels of the AISAS model—Attention (A), Interest (I), Search (S), Action (AA), and Share (SS)—and their subdivision scenarios were coded as X1-X4 for factor loading coefficient analysis using SPSS. To avoid confusion with the Attention and Search dimensions, the Action and Share dimensions were coded as AA and SS, respectively. The results in Table 5 show that the standardized loading coefficients have absolute values greater than 0.6 and are statistically significant, indicating a good measurement relationship.

© 2024 by the authors; licensee Eastern Centre of Science and Education, USA

Table 5. Factor loading coefficients.

Latent variable	Manifest variable	Coef.	Std. Error	z CR value	p	Std. estimate	SMC
A	A1	1.000	-	-	-	0.710	0.504
A	A2	1.094	0.086	12.654	0.000	0.768	0.589
A	A3	0.985	0.092	10.703	0.000	0.644	0.414
A	A4	1.184	0.097	12.191	0.000	0.738	0.544

Table 5. Factor loading coefficients (Continue).

Latent variable	Manifest variable	Coef.	Std. error	z CR value	p	Std. estimate	SMC
I	I1	1.000	-	-	-	0.733	0.537
I	I2	0.954	0.077	12.361	0.000	0.709	0.502
I	I3	1.079	0.088	12.223	0.000	0.701	0.491
I	I4	1.043	0.090	11.581	0.000	0.665	0.443
S	S1	1.000	-	-	-	0.670	0.450
S	S2	1.249	0.098	12.684	0.000	0.807	0.651
S	S3	1.056	0.095	11.170	0.000	0.695	0.483
S	S4	1.228	0.099	12.458	0.000	0.789	0.623
AA	AA1	1.000	-	-	-	0.853	0.728
AA	AA2	1.055	0.058	18.236	0.000	0.821	0.674
AA	AA3	1.028	0.055	18.773	0.000	0.836	0.698
AA	AA4	1.040	0.054	19.351	0.000	0.851	0.724
SS	SS1	1.000	-	-	-	0.792	0.628
SS	SS2	1.128	0.066	17.213	0.000	0.857	0.734
SS	SS3	1.172	0.067	17.394	0.000	0.864	0.747
SS	SS4	1.071	0.065	16.383	0.000	0.825	0.681

When using the factor covariance matrix to represent the relationships between factors in a specific scenario simulated by the AISAS model and the other four factors, it was found that the standard estimated coefficients were all greater than 0.70, indicating a strong correlation, as shown in Table 6:

Table 6. Factor covariance.

Latent variable	Manifest variable	Coef.	Std. error	z	p	Std. estimate
A	I	0.350	0.041	8.493	0.000	0.906
A	S	0.307	0.039	7.966	0.000	0.853
A	AA	0.355	0.042	8.526	0.000	0.781
A	SS	0.364	0.044	8.177	0.000	0.757
I	S	0.312	0.037	8.392	0.000	0.933
I	AA	0.339	0.038	8.808	0.000	0.802
I	SS	0.347	0.041	8.433	0.000	0.779
S	AA	0.332	0.038	8.633	0.000	0.843
S	SS	0.312	0.039	7.980	0.000	0.750
AA	SS	0.426	0.046	9.313	0.000	0.811

4.2.2. Differential Testing

This section conducts differential tests using analysis of variance (ANOVA) and chi-square tests on the five aspects of the AISAS model based on consumer demographic information. Table 7 shows that for the Search (S) aspect, there is a significant difference at the 0.01 level ($F=8.665$, $p=0.003<0.05$). Specifically, the mean value for males (3.50) is significantly lower than that for females (3.79). Additionally, there are no significant differences in the aspects of Share (SS), Action (AA), Interest (I), and Attention (A) between gender samples.

Table 7. Gender ANOVA results.

Gender (Mean ± Standard deviation)				
	Males (n=64)	Females (n=258)	F	p
SS	3.38±0.88	3.34±0.85	0.121	0.728
AA	3.45±0.88	3.63±0.73	2.816	0.094
S	3.50±0.82	3.79±0.65	8.665	0.003**
I	3.53±0.83	3.64±0.65	1.318	0.252
A	3.48±0.92	3.51±0.73	0.084	0.772

Note: * p<0.05 ** p<0.01.

For the educational background, a chi-square analysis test was conducted on the model, as shown in Table 8. Educational background shows a significant difference at the 0.05 level for Search ($S=73.282$, $p=0.028<0.05$). The scale was set to five levels with a scoring system from 1 to 5, representing "strongly disagree" (1.0), "disagree" (2.0), "neutral" (3.0), "agree" (4.0), and "strongly agree" (5.0). The percentage comparison reveals that the proportion of specialized college students choosing 3.0 is 33.33%, which is significantly higher than the average level of 19.25%. The proportion of high school students choosing 4.0 is 50.00%, significantly higher than the average level of 30.12%. For Interest (I), there is a significant difference at the 0.05 level ($I=80.267$, $p=0.018<0.05$).

© 2024 by the authors; licensee Eastern Centre of Science and Education, USA

The percentage comparison shows that the proportion of high school students choosing 3.5 (between neutral and agree) is 25.00%, which is significantly higher than the average level of 12.73%. The remaining educational background samples do not show significant differences in Share.

Table 8. Educational background chi-square analysis results.

Educational level							
	Junior high	High School	Junior college	Bachelor's	Master's	χ2	p
SS	5	4	21	263	29	60.733	0.593
AA						67.388	0.142
S						73.282	0.028*
I						80.267	0.018*
A						66.553	0.158

Note: * p<0.05 ** p<0.01.

Moreover, through testing, consumer demographic information such as age, monthly disposable income, and average daily browsing time do not show significant differences in the five aspects of the AISAS model.

4.3. Issues and Optimization

4.3.1. Issues

After conducting reliability and validity tests and analyzing the research data, it is evident that females have a stronger willingness to search compared to males, primarily for direct searches of familiar brands, influence from fashion bloggers, and genuine recommendations. In terms of educational background, undergraduate students show greater interest and search intent for outfit videos. Overall, the majority of people are interested in high-quality, story-driven outfit videos that collaborate with favored brands, which extends to user comments on purchased items, leading to further search and purchase actions. However, with the research conducted through a scoring system, the average scores for the five dimensions of the AISAS model are between 3 and 4, mainly due to the following reasons:

Severe Homogenization: Amid the rapid development of the XHS platform, the emergence of fashion bloggers has undoubtedly brought a rich visual feast and source of inspiration to fashion enthusiasts. However, with the explosive growth in content, several issues have emerged, particularly in capturing consumer Attention (A) and Interest (I).

From an economic visibility perspective, successful marketing models and styles often yield significant commercial benefits, leading many bloggers to imitate and replicate existing successful cases. This convergence, however, results in content homogenization, making it difficult for users to distinguish between different brands or bloggers, thereby reducing the perceived differentiation of brand content. This homogenization not only affects consumer attention distribution but also leads to a relative decrease in personalized creation (Gu et al., 2024).

The use of homogenized marketing language and visual elements further exacerbates the phenomenon of aesthetic fatigue. On XHS, similar outfit styles, color schemes, and filming techniques are frequently seen, leading to a sense of monotony and boredom among users. This aesthetic fatigue not only weakens user interest and attention to the brand but also affects the recognition and acceptance of such clothing styles.

Over-Marketing: From the perspective of consumer Search (S) behavior, the current practices of merchants and fashion bloggers on XHS, driven by interests, are shifting from pure sharing to a stronger marketing orientation. This shift not only affects consumer judgments of product quality but also intensifies consumer resistance to platform content.

With the proliferation of advertisements and fake reviews, consumers find it increasingly difficult to discern the authenticity of product quality during search and browsing. Merchants and bloggers, in pursuit of higher exposure and sales volumes, resort to false advertising and exaggeration, leading to a significant decline in consumer trust in products. Additionally, this excessive marketing behavior elicits consumer resentment, causing them to reject and resist advertising content on the platform.

Even when some bloggers use creative, story-driven short video formats to attract consumer attention, abrupt advertising placements can disrupt the viewing experience. This unnatural transition and sudden insertion of advertisements can make consumers feel uncomfortable and may lead to aversion to the brand's products. Such negative emotional experiences further reduce consumer search intentions and interest in understanding the products (Wang, 2022).

From a consumer behavior perspective, when consumers develop resistance to platform content, they tend to reduce their search and understanding of related products or brands. This reduction not only affects the exposure and sales of brands and merchants but may also have a negative impact on the overall platform ecosystem. Therefore, XHS, along with its merchants and bloggers, needs to recognize the harmful effects of over-marketing and take measures to improve the situation.

Lack of Specific Pricing and Stores: Focusing on the Action (AA) phase, we can deeply understand the potential barriers in the process of consumers' interest turning into actual purchase intention. On the XHS social e-commerce platform, some fashion video bloggers adopt a non-direct and potentially uncomfortable strategy when guiding consumers to purchase products. Specifically, these bloggers do not disclose product price information directly in their posts but instead require users to follow or message for more details. In some cases, bloggers choose to direct traffic off-site, guiding users to social platforms like WeChat instead of providing actual shopping platform links. This approach not only increases the steps and time cost for users to understand products but may also cause doubts and unease in the process.

For consumers, direct price information is an important basis for making purchase decisions. When bloggers choose not to reveal prices, consumers may hesitate due to price uncertainty, thereby reducing their willingness to buy. Additionally, off-site traffic increases users' perceived risk, as platforms like WeChat are not dedicated shopping platforms, and consumers may be unable to verify the authenticity of products and the legitimacy of stores, further weakening their purchase confidence.

Non-Authenticity: In the era of digital marketing and social media, consumer purchasing behavior is influenced not only by the value of the product itself but also by the sharing of information in social networks. In the "Share"

© 2024 by the authors; licensee Eastern Centre of Science and Education, USA

(S) phase, it is evident that consumers will spontaneously recommend and share their shopping experiences with others after a satisfying consumption experience. However, when this sharing behavior is disrupted by false information,

The XHS platform, as a social e-commerce platform primarily focused on user-shared shopping experiences and outfit advice, has a user base that relies heavily on and trusts the shared content. However, as market competition intensifies, some merchants have resorted to strategies such as using filters and whitening effects to beautify model or ordinary person outfit photos, creating an unrealistic image of perfection and misleading consumer purchasing decisions.

This phenomenon of false sharing is common on the XHS platform. Merchants select models or ordinary individuals with attractive appearances and good physiques, utilizing modern image processing techniques to transform ordinary clothing products into enticing fashion items. Consumers are easily drawn to these carefully curated shared contents, which excite their desire to purchase. However, when consumers receive the actual product and attempt to style it, they often find a significant discrepancy between the real-life results and the shared content, leading to disappointment and dissatisfaction.

The impact of this false sharing phenomenon on consumer purchasing and sharing intentions is profound. It undermines consumers' trust in the social e-commerce platform. When consumers realize they have been misled by false information, they may question the entire platform, reducing the likelihood of future purchases and shares. False sharing may also lead to a decrease in trust for other genuine shared content, thereby affecting the healthy development of the entire social e-commerce ecosystem.

4.3.2. Optimization

Personalized Recommendation Mechanism: Addressing the Attention (A) level of the model, research under the current diverse consumer culture perspective reveals that the lack of personalized creativity in outfit video marketing makes it difficult for consumers to distinguish between different brands, which is unfavorable for attracting the target audience (Yu, 2024). Therefore, XHS's outfit videos should emphasize personalized innovation and implement targeted recommendations for different groups. For instance, when targeting petite women in search recommendations, the platform should refine its general push mechanism, focusing on specific keyword demands of users, and recommend outfit videos with shorter styles that suit petite women's body types and heights, enhancing recommendations that capture consumers' initial attention and stimulating the development of A.

Enhancing Product Storytelling: For the Interest (I) level of the model, current outfit bloggers often limit their product reviews to material descriptions and simple styling experiences. To attract more user attention, the format of video content should be innovated. For example, bloggers can incorporate the origin of the clothing brand and the founder's story into their videos to establish brand storytelling and image. Additionally, creating innovative stories for bloggers to act out in short videos can evoke emotional resonance with the brand culture among consumers. When creating these stories, careful attention should be paid to the rhythm of the short videos, setting innovative highlights with different pacing based on the content style (He, 2022), thereby promoting consumer interest in XHS's outfit videos.

Focusing on User Interaction and Engagement: For the Search (S) aspect of the model, merchants and outfit bloggers should engage consumers in interaction and participation from both product and fan community management aspects, prompting spontaneous search behavior.

From a product perspective, in addition to sharing personal styling and recommendations, bloggers should actively respond to user comments, adjust products based on feedback from purchasers, and engage with viewers in new videos or live streams, explaining product adjustments and promoting them. Interactive styling tutorials and user styling challenges can also be added to promote positive interaction between creators and users, fostering a healthy community atmosphere, improving the spread of short videos, and increasing user engagement and loyalty.

Collaborating with Shopping Platforms: For the Action (AA) aspect of the AISAS model, according to the survey, in addition to XHS's self-operated sales, many merchants also choose to collaborate with sellers on shopping platforms such as Taobao, Pinduoduo, and 1688, which is part of Alibaba, to drive traffic and attract users to place orders through the "grass-planting" method. However, frequently switching apps can be time-consuming and reduce user motivation to act, also decreasing the sales of XHS's self-operated products.

Therefore, the platform could explore cross-industry collaborations and brand partnerships, expanding the user base and enhancing the spread of short videos and brand influence. Additionally, implementing quick transitions and avoiding cumbersome operations while displaying purchase links on XHS's platform allows users to choose immediate transactions or compare purchases on shopping apps, stimulating their desire to buy.

Authentic and Effective Product Reviews: Starting from the Share (SS) component of the AISAS model, the profit-driven mentality of merchants often leads to excessive marketing and false reviews by outfit bloggers, which can severely affect consumers' willingness to share products when the purchased item does not match the advertised effect. Improvements should be made in the following areas: 1) Authentic Reviews: The platform must ensure that bloggers' personal information such as height and weight is accurate and reduce the use of filters and effects like whitening and leg-lengthening in videos to show the true effect to viewers with similar body types, heights, and complexions. 2) Objective Product Introduction: Bloggers should present a balanced view of product pros and cons, rather than one-sided praise or criticism. 3) Reducing Excessive Marketing: Activities like fake reviews and cashback offers for positive reviews should be prohibited, providing users with a space for genuine discussions and encouraging them to participate in product review discussions, offering a more comprehensive understanding of the product. The platform should also optimize its marketing profit and governance mechanisms, achieving a balance between merchant marketing effectiveness and user satisfaction (Su, 2022). These improvements will enable users to make targeted purchases that meet their needs, thereby stimulating their desire to share products across different platforms.

5. Conclusion

5.1. Academic Significance

This study employs the AISAS model to offer a new perspective on the marketing process of outfit-related short videos on the XHS platform. It provides a comprehensive and systematic analysis of consumer behavior

© 2024 by the authors; licensee Eastern Centre of Science and Education, USA

patterns in viewing, interacting with, and sharing outfit videos, thereby enriching the research scope and objects of the model to some extent. The study contributes to the better application of the model in actual sales scenarios.

Furthermore, this research systematically delves into the impact of video content, dissemination strategies, and user interaction on marketing effectiveness, offering marketers a theoretical basis for more effective strategies. It also provides valuable references for other outfit-related short video marketing efforts and has guiding significance for the development of the short video industry.

5.2. Managerial Implications

The application of the AISAS model can assist marketing enterprise personnel in more accurately identifying and understanding consumer purchasing behavior and intentions. This enables a deeper understanding of XHS users' perspectives and suggestions on the construction and marketing of outfit videos. It allows businesses and platforms to make targeted improvements and optimizations, enhancing consumer purchase intention and satisfaction, and facilitating high-quality product marketing activities.

Moreover, through the short video sharing mechanism of the XHS platform, the visual appeal of outfit videos can effectively increase the influence of different brand products, thereby enhancing product visibility and bringing greater economic benefits to enterprises.

5.3. Research Limitations and Suggestions

This study utilized an online survey questionnaire for XHS users, which may not have covered all types of consumers due to individual and platform traffic mechanism influences. As such, there may be some discrepancies between the research data and real-world situations. In future research, it is suggested to increase the sample size and possibly conduct in-depth interviews with influencers and consumers to obtain more precise data and suggestions. This is an area where future research can be improved to make the study more comprehensive.

References

[1] Chun, M. M., & Zheng, Y. H. (2023). Short video marketing strategy for low-end sauce wine based on the SIPS model. Media Forum, 2023, 6(11), 58-60. https://doi.org/j.issn.2096-5079.2023.11.017

[2] Gu, Y., Zhang, Y. Q., & Ma, R. (2024). Research on the short video marketing model and optimization strategies for Yunnan small-grain coffee. Journal of Smart Agriculture, 2024, 4(05), 111-114. https://doi.org/j.zhnydk.2024.05.027.

[3] He, Q. H. (2022). On the rhythm of short videos. News Research Guide, 2022, 13(18), 88-90. https://doi.org/j.issn.1674-8883.2022.18.027.

[4] Hidayanto, B. C., Halim, J. P., Sari, A. F., Alrifqi, M. D., Rakhmawati, N. A., & Akbar, I. A. (2022). Respons Pengguna Instagram terhadap Periklanan Paid Promote di Instagram dengan Metode CRI Berkonsep AISAS. Jurnal Informatika Sunan Kalijaga, 2022, 7(2), 100-110. https://doi.org/jiska.2022.7.2.100-110

[5] Hu, M. J., & Wu, H. R. (2023). Research on the new media marketing communication strategy of domestic films from the perspective of the AISAS model—Taking "A Matter of Life and Death" as an example. Media Forum, 2023, 6(5), 57-60. https://doi.org/j.issn.2096-5079.2023.05.014

[6] Javed, S., Rashidin, M. S., & Xiao, Y. (2021). Investigating the Impact of Digital Influencers on Consumer Decision-Making and Content Outreach: Using Dual Aisas Model. Economic Research Ekonomska Istraživanja, 2021, 1-28.

[7] Jiang, B. Q. (2023). Research on the phenomenon of popular beauty short videos from the perspective of user psychology—Taking the short videos of Xiaohongshu platform as an example. Western Broadcasting and Television, 2023, 44(14), 74-76. https://doi.org/j.issn.1006-5628.2023.14.024

[8] Jiang, L. J. (2023). Research on the video operation strategy of public libraries based on the AISAS model—Taking Bilibili platform as an example. Journal of Academic Libraries, 2023, 41(2), 28-33. https://doi.org/j.issn.1006-1525.2023.02.005

[9] Li, H., & Pan, Y. (2023). Impact of Interaction Effects between Visual and Auditory Signs on Consumer Purchasing Behavior Based on the AISAS Model. Journal of Theoretical and Applied Electronic Commerce Research, 2023, 18(3), 1548-1559.

[10] Li, Q. C. (2012). Advertising communication strategies in the era of media convergence from the perspective of AISAS theory. News Knowledge, 2012(1), 63-64. https://doi.org/j.issn.1003-3629.2012.01.025.

[11] Liu, Y., Chiu, D. K. W., & Ho, K. K. W. (2023). Short-Form Videos for Public Library Marketing: Performance Analytics of Douyin in China. Appl. Sci., 2023, 13, 3386. https://doi.org/10.3390/app13063386

[12] Nong, J. C. (2024). Exploration of short video marketing strategies. Communication Power Research, 2024, 8(2), 85-87.

[13] Ren, M. L. (2024). Exploration of the dilemmas and solutions of film short video marketing. Western Broadcasting and Television, 2024, 45(2), 102-105. https://doi.org/j.issn.1006-5628.2024.02.026

[14] Su, H. X. (2022). Review and prospects of short video marketing research. Jiangsu Business Review, 2022(1), 15-18. https://doi.org/j.issn.1009-0061.2022.01.004.

[15] Tao, Y., & Pei, G. X. (2007). Analysis of online marketing based on the AISAS theory. Modernization of Markets, 2007(19), 211. https://doi.org/j.issn.1006-3102.2007.19.140.

[16] Wang, W. (2022). Analysis of the current situation and development strategies of short video marketing. Knowledge Economy, 2022, 611(13), 51-53.

[17] Wang, Y. (2023). Research on the "short video + dual KOL" advertising marketing model based on the AISAS model. Journal of Guangxi Minzu Normal University, 2023, 40(4), 80-88. https://doi.org/j.issn.1674-8891.2023.04.013

[18] Wei, B. Y. (2021). A study on the subjectivity of female fitness influencers in short videos—Taking Xiaohongshu as an example. News Research Guide, 2021, 12(15), 140-142. https://doi.org/j.issn.1674-8883.2021.15.052

[19] Wu, Z. (2024). The impact of evaluation short videos on user consumption behavior under the TAM model. Heilongjiang Science, 2024, 15(3), 156-158. https://doi.org/j.issn.1674-8646.2024.03.047

[20] Yu, J. (2024). Issues and suggestions for short video KOL marketing of beauty brands from the perspective of consumer culture. Journal of Wuhu Vocational Technical College, 2024, 26(01), 56-59. https://Journal of Wuhu Vocational Technical College.

© 2024 by the authors; licensee Eastern Centre of Science and Education, USA