

## Investigating User-generated Short Videos: The Impacts of Perceived Fit and Perceived Novelty on Immersion and Consumer Surprise

Ran Huang, Indiana University Bloomington; Li Zhao, University of Missouri

Keywords: Short videos, user-generated content, perceived fit, perceived novelty, immersion

**Introduction** The short-form video sharing mobile apps such as TikTok have recently skyrocketed in popularity, which become the important communication channels for fashion and beauty trends (WWD, 2020). Fashion influencers like Bella Hadid have started posting short videos on TikTok and brands such as Saint Laurent and Louis Vuitton live-stream the fashion shows on this video-sharing platform (Vogue, 2020). Notably, user-generated content where many users took part in have received the most attention (e.g., #GucciModelChallenge with 214.3 million views; WWD, 2020). User-generated short videos, different from other content populated and circulated in social media, refers to the videos created by users with the length of the content only lasting for 10 to 15 seconds and published on the short-form video sharing platforms (Ge et al., 2021). Despite its rapid growth, research on how user-generated short videos facilitate consumers' emotional, cognitive, and behavioral responses remains scant. Thus, this study proposes a research model that describes the psychological mechanisms of how consumers process user-generated short videos. Two objectives are specified: (1) to investigate the impacts of the characteristics of short videos (i.e., perceived fit and perceived novelty) on consumer emotions and cognitions (i.e., surprise and immersion); and (2) to examine the influences of emotions and cognitions on the subsequential responses (i.e., product attitude and purchase intent).

**Literature Review and Hypothesis Development** The match-up hypothesis on celebrity endorsement research has suggested that perceived fit between the celebrity's image and the product message leads to more positive consumer evaluations (Koernig & Boyd, 2009). In the context of influencer marketing, match between influencer and product and match between online content and product tend to evoke persuasion of the messages (Park & Lin, 2020). The concept of immersion is found to explain persuasion of user-generated short videos by portraying consumers' subjective experience (Pine & Gilmore, 1999). Immersion refers to "a form of spatial-temporal belonging in the world that is characterized by deep involvement in the present moment" (Hansen & Mossberg, 2013, p. 212). However, consumer surprise, as a short-lived emotion, could be elicited by expectancy disconfirmation such as incongruity between stimulus (e.g., video content) and schema (product's image) (Alden et al., 2000). Therefore, perceived fit may reduce consumer surprise, while it tends to increase immersion. The current research identifies another characteristic embedded in short videos as perceived novelty, which refers to the extent to which the user-generated short videos differ from consumers' expectations (Sheinin et al., 2011). Perceived novelty is found to promote a mental state of full cognitive immersion (Magni et al., 2010). Meanwhile, consumer perceptions of novelty in short videos capture an unexpected difference in the videos from other user-generated content, which could elicit consumer surprise. Furthermore, previous studies suggested that immersion has a positive impact on positive attitude and behavioral intentions (Hudson et al., 2019; Jung & tom Dieck,

2017). Similarly, consumer surprise is found to impact attitudinal and behavioral responses (Darley & Lim, 1992). Therefore, hypotheses are proposed as below:

H1. Perceived fit (a) increases immersion and (b) decreases consumer surprise.

H2. Perceived novelty increases (a) immersion and (b) consumer surprise.

H3. Immersion increases (a) product attitude and (b) purchase intent.

H4. Consumer surprise increases (a) product attitude and (b) purchase intent.

**Method and Results** An online survey was developed at Qualtrics.com and measurement items of the research variables were adapted from previous studies. A total of 408 usable responses were collected from Amazon Mechanical Turk ( $M_{age} = 34.9$ , 59.3% female, 78.2% White). 68.6% of them reported to frequently or always watch the short videos in the short-form video sharing platform. First, CFA with the maximum likelihood estimation was performed in AMOS and suggested a good measurement model fit:  $\chi^2(215) = 547.792$ ,  $p < .001$ ,  $\chi^2/df = 2.548$ , RMSEA = .062, IFI = .947, TLI = .937 and CFI = .947. Both convergent and discriminant validity were confirmed. Then, SEM was employed to gauge the proposed structural model and showed a good model fit:  $\chi^2(221) = 702.124$ ,  $p < .001$ ,  $\chi^2/df = 3.177$ , RMSEA = .073, IFI = .924, TLI = .912, CFI = .923. Furthermore, results indicated that both perceived fit and perceived novelty increase immersion, while perceived novelty increases consumer surprise. Immersion, in turn, has a positive impact on product attitude and purchase intent. Consumer surprise only increases purchase intent. Thus, H1a, H2, H3, and H4b were supported (Figure 1).

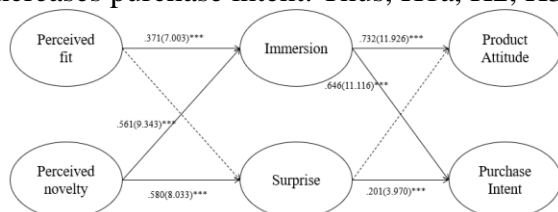


Figure 1. Research Framework

**Discussion** The current research proposed and empirically tested a research framework of the user-generated short videos in video-sharing social media. This study identified two important characteristics related to the short videos as perceived fit and perceived novelty and examined their roles in consumers' emotions, cognitions and subsequential responses. Immersion plays an important role in the effectiveness of the user-generated short videos, which is driven by perceived fit and perceived novelty and further enhances product attitude and increases purchase intent. Consumer surprise, meanwhile, serves as a critical underlying mechanism of processing the short videos, which is evoked by perceived novelty and in turn leads to purchase intent. This research enriches the literature on social media marketing by revealing how consumers respond to the video-based content in the context of short-form video sharing platforms. Practically, fashion marketers should utilize such video sharing social media to encourage consumer engagement and enhance relationship management. For instance, to better facilitate consumers' mental experiences, brand managers could either produce and upload the short videos that are congruent with the brand's image or employ influencer marketing strategies that are consistent with the brand identity. Besides, posting the novel, original, or unexpectedly unique short videos could not only evoke consumers' subjective experiences but also elicit their feelings of surprise.

## References

- Alden, D. L., Mukherjee, A., & Hoyer, W. D. (2000). The effects of incongruity, surprises and positive moderators on perceived humor in television advertising. *Journal of Advertising*, 29(2), 1-15.
- Darley, W. K., & Lim, J-S. (1992). The effect of consumers' emotional reactions on behavioral intention: The moderating role of personal relevance and self-monitoring. *Psychology & Marketing*, 9(4), 329-346.
- Ge, J., Sui, Y., Zhou, X., & Li, G. (2021). Effects of short video ads on sales through social media: The role of advertisement content generators. *Journal of Advertising*.
- Hansen, A. H., & Mossberg, L. (2013). *Consumer immersion: A key to extraordinary experiences*. In Sundbo J and Sørensen F (eds). *Handbook on the Experience Economy* (pp. 209–227). Edward Elgar: Cheltenham, UK.
- Hudson, S., Matson-Barkat, S., Pallamin, N., Jegou, G. (2019). With or without you? Interaction and immersion in a virtual reality experience. *Journal of Business Research*, 100, 459-468.
- Jung, T. H., & tom Dieck, M. C. (2017). Augmented reality, virtual reality and 3D printing for the co-creation of value for the visitor experience at cultural heritage places. *Journal of Place Management and Development*, 10(2), 140-151.
- Koernig, S. K., & Boyd, T. C. (2009). To catch a tiger or let him go: The match - up effect and athlete endorsers for sport and nonsport brands. *Sport Marketing Quarterly: For Professionals in the Business of Marketing Sport*, 18(1), 5–37.
- Magni, M., Taylor, M. S., & Venkatesh, V. (2010). 'To play or not to play': A cross-temporal investigation using hedonic and instrumental perspectives to explain user intentions to explore a technology. *International Journal of Human Computer Studies*, 68, 572–588.
- Park, H. J., & Lin, L. M. (2020). The effects of match-ups on the consumer attitudes toward internet celebrities and their live streaming contents in the context of product endorsement. *Journal of Retailing and Consumer Services*, 52.
- Pine, B. J., & Gilmore, J. H. (1999). *The Experience Economy: Work Is Theater and Every Business a Stage*. Harvard Business School Press: Boston, MA.
- Sheinin, D. A., Varki, S., & Ashley, C. (2011). The differential effect of ad novelty and message usefulness on brand judgements. *Journal of Advertising*, 40(3), 5-18.
- Vogue. (2020). How TikTok changed fashion this year. Retrieved from <https://www.vogue.com/article/how-tiktok-changed-fashion-this-year>
- WWD. (2020). The 10 biggest TikTok fashion and beauty trends of 2020. Retrieved from <https://wwd.com/fashion-news/fashion-scoops/tiktok-biggest-fashion-beauty-trends-1234684172/>