

Junior Research Paper Convention: Abstract Form
CCIII/Spring 2025

Chen, Chloe. Section C. "From Viewing to Purchase: A Study on How Cosmetic Short Videos on Social Media Enhance Brand Awareness and Purchase Desire Among Taiwanese College Students"

The study aims to explore whether the marketing short video on social media can increase the brand awareness and the purchase desire among Taiwanese college students. In addition, the study will focus on the beauty industry. Through conducting the online questionnaire, the Taiwanese college students were asked to report their perception and experience of purchasing cosmetics and becoming more familiar with the brands by the influence of related short videos on social media. The study finds that most of the respondents who usually wear makeups and watch short videos on social media agree that short video helps enhancing brand awareness, and most of them even purchase the products after watching it. In addition, short video is viewed as one of the most effective marketing strategies nowadays. However, although short video brings positive influence on merchants, it may lose credibility and purchase intention when there is no well-known spokesperson unboxing and trying the product, or when the video content is suspected of being fake.

Notes:

1. My RP belongs to the category of: ☐ Literary Studies or ☒ Social Studies

2. Related websites:

<https://www.atomicdc.com/blog/short-form-video-content-in-digital-marketing/>