



## Emerging Technologies in the Global Textile Complex: Short Video Mobile Applications and their Use in Marketing

Sara Lewis Hood, North Carolina State University  
Wenna Han, North Carolina State University  
Karen Leonas, North Carolina State University

Keywords: Short Video Marketing, Diffusion of Innovation Theory, Social Media, Management of Technology

**Background and Research Purpose** This paper explores the evolution of short video mobile applications and their use in brand marketing, as well as how this emerging technology is integrated based on the discipline of management of technology. Social media technologies have emerged over the last decade as a valuable asset for brands looking to expand their reach, and applications like YouTube have long been sources of long-form video marketing. Prior to YouTube's launch in 2005, branded commercials and short films were the primary means through which brands built relationships with their target consumers (Hosch, 2021). Short video mobile applications are an emerging technology that has the potential to impact the apparel industry, particularly with respect to brands' marketing strategies. and many prominent social media companies — TikTok, Instagram, YouTube, etc. — have integrated short video capabilities into their platforms in order to capitalize on the rising popularity of short-form content. As social media continues to impact the way that consumers interact with brands, find trends, and purchase apparel products, it is critical to understand this technology and its potential impact on the apparel marketing landscape. This paper explores several best practices that can be executed by apparel brands looking to integrate short video mobile application technologies into their brand marketing strategies, focusing specifically on the strategic positioning and implementation of such applications.

**Literature Review** Theoretical background for this research stems from the Diffusion of Innovations theoretical model, which comprises four key elements: innovation, communication channels, time, and social system (Rogers, 2003). Communication is conducted between sources via channels, including mass media and interpersonal communication. As previously mentioned, social media platforms often serve as a means for users to connect and communicate with brands, key opinion leaders, and peers (Sahin, 2006; Dubina, 2020). Rogers (2003) identified five different categories of adopters, including (1) innovators, (2) early adopters, (3) early majority, (4) late majority, and (5) laggards. Understanding how an innovation is diffused among the population is critical in the context of short video mobile applications. From a brand perspective, adopting an innovation like TikTok, Instagram Reels, or YouTube Shorts can be challenging due to the newness of the technology; for this reason, understanding best practices for short video marketing can be critical to a brand's success.

While the length of short videos is vaguely defined in literature, videos with a duration less than 5 minutes are generally classified as short videos (Ge et al., 2021). The content in short video marketing (SVM) requires less effort for viewers because of its brief nature, thus short videos are an effective way to draw in viewers' attention and communicate information efficiently (Xiao et al., 2019). The term "short video marketing content" refers to videos created by brands, consumers, or influencers with short length and published on short video platforms (Ge et al., 2021). Compared with still images and text-based marketing content, short video marketing content is often more vivid and engaging (Qian, 2021). The 4G and 5G technology of mobile networks further improves the ease of loading, browsing, and sharing short videos, which accelerates the technology's application in marketing use (Qian, 2021).

Short video marketing has several distinct features, including form fragmentation, distribution personalization, content decentralization, and fast transmission (Xiao et al., 2019; Qian, 2021). The fragmented form of short video marketing means that utilizing this technology requires less equipment and has a lower cost and simplified operation compared with long-form video advertisement (Qian, 2021). Mechanisms for personalized content distribution on SVM platforms are typically built using big data analysis-based artificial intelligence recommendation technologies, which enable every user to receive personalized video content based on their own interests (Qian, 2021). Unlike traditional social media platforms like Twitter and Facebook, TikTok adopts the decentralized mechanism of content production. Each user is encouraged to create their own video which can be spread out as long as it is detected to be interesting (i.e. generating engagement); this enables all kinds of technology users, including brands, influencers, and consumers, to generate marketing content (Xiao et al., 2019). Finally, the fast transmission of content on SVM platforms allows for exponential growth in rapid time, which can significantly increase the reach of a brand and their content (Qian, 2021).

**Best Practices and Opportunities for Future Research** In this paper, exploration of best practices for SVM integration focused on two main areas of research: strategic positioning and implementation. Several distinct competitive advantages are provided when SVM is utilized, including increased brand recognition, broadened reach, and increased advertising exposure. Social media platforms have grown exponentially in recent years; for example, TikTok's U.S. audience grew from 11.2 million users to over 100 million active users from 2018 to 2021 (Dean, 2021). For this reason, introducing SVM into a brand's marketing strategy is one of the best practices for growing a brand's audience and broadening its reach. The target market of SVM platforms is important to understand when determining whether SVM is a good fit for a particular brand. Generally, the predominant audience of TikTok is consumers from Generation Z and the younger Millennial cohort, with 80% of the app's users falling in the age range of 16-34 ("TikTok Statistics," 2021). From a strategic standpoint, apparel and textile brands can utilize short video mobile applications as a means of diversifying their marketing strategy. Future research exploring how such content is perceived and which platform(s) are most effective in accomplishing the marketing goals and objectives of various apparel brands would be beneficial as marketers work to understand modern consumers.

In addition to best practices regarding the strategic positioning of SVM technologies, best practices were also identified regarding the implementation of SVM technologies. This paper focused on the resources required to effectively integrate short video mobile applications into a company's marketing strategy, as well as the different types of content that are present on such platforms including brand-generated content, user-generated content, and sponsored content. Brand to brand (B2B) and consumer engagement were also discussed, as both are critical to the implementation of a successful short video marketing strategy. The implementation of this emerging technology has the potential to enhance brand awareness, brand engagement, and electronic word-of-mouth (eWOM), as well as increase consumer purchase intention for apparel brands. This emerging technology and its management will likely evolve in the future as mobile devices become more advanced and consumers become increasingly technologically savvy; as such, understanding the strategic positioning and implementation of this technology is critical for brand managers looking to capitalize on their potential. This paper provides a strong foundational overview of best practices for the strategic positioning and implementation of short video mobile applications for apparel brand marketing. There are several opportunities for future research related to the implementation of SVM technologies, including potential studies on the efficacy of various short video content types (brand-generated content, user-generated content, sponsored content), the variables that impact B2B and consumer engagement with SVM content, and the factors (internal and external) that may affect a brand's willingness to adopt short video mobile application technologies into their brand marketing strategy.

### References

- Dean, B. (2021, October 11). TikTok User Statistics (2021). Retrieved from <https://backlinko.com/tiktok-users>
- Dubina, L. (2020, December 8). Retailers encourage employees to become TikTok influencers - 8th December 2020. *Mintel Reports*. Retrieved from <https://reports.mintel.com/display/1054467/>
- Ge, J., Sui, Y., Zhou, X., & Li, G. (2021). Effect of short video ads on sales through social media: the role of advertisement content generators. *International Journal of Advertising*, 40(6), 870-896.
- Hosch, W. L. (2021). YouTube. Retrieved from <https://www.britannica.com/topic/YouTube>
- Hutchinson, A. (2021, August 25). TikTok Tests Even Longer Video Uploads as it Looks to Expand its Presence. Retrieved from <https://www.socialmediatoday.com/news/tiktoks-testing-even-longer-video-uploads-as-it-looks-to-expand-its-presen/605603/>
- Mulier, L., Slabbinck, H., & Vermeir, I. (2021). This way up: The effectiveness of mobile vertical video marketing. *Journal of Interactive Marketing*, 55, 1-15.
- Qian, L. (2021, March). Analysis of Short Video Marketing Strategy under the Background of Social E-commerce. In *2021 2nd International Conference on E-Commerce and Internet Technology (ECIT)* (pp. 20-25). IEEE.
- Rogers, E.M. (2003). *Diffusion of innovations* (5th ed.). New York: Free Press.
- Sahin, I. (2006, April). Detailed review of Rogers' diffusion of innovations theory and educational technology-related studies based on Rogers' theory. *The Turkish Online Journal of Educational Technology* 5(2), 14-23.
- TikTok Statistics - Everything You Need to Know [Sep 2021 Update]. (2021, September 28). Retrieved from <https://wallaroomedia.com/blog/social-media/tiktok-statistics/>
- Xiao, Y., Wang, L., & Wang, P. (2019, October). Research on the influence of content features of short video marketing on consumer purchase intentions. In *4th International Conference on Modern Management, Education Technology and Social Science (MMETSS 2019)* (pp. 415-422). Atlantis Press.