



A Study on the Influence of the Content Correlation of Inter-cut Creative Advertising in Net Plays on Consumers' Purchase Intention

Zhuman Li

School of Literature and Media, Jincheng College, Chengdu, Sichuan, 611731, China

lizhuman@cdjcc.edu.cn

Abstract. Inter-cut creative advertising in net plays can enhance the product dissemination effects through vivid narrating of product stories and product image shaping. This study aims to research the influence of the content correlation of inter-cut creative advertising in net plays on consumers' purchase intention. It is conducted based on the correlation principle in ROI theory from the perspective of positive emotion prediction. The empirical method was adopted to verify the hypothesis, with the positive emotion prediction as a mediator variable. The results of this study can provide a more scientifically grounded and practical strategic guidance for the industry.

Keywords: net play, inter-cut creative advertising, content correlation, positive emotion prediction.

1 Introduction

As video platforms experience a surge in popularity, it has become common for advertisers to broadcast creative advertisements in net plays. Accordingly, inter-cut creative advertising has gained prominence. The inter-cut creative advertising, which utilizes various elements in a play, is broadcasted for short segments amidst episodes or scenes, closely integrating the advertising content with plays. By virtue of the plot correlation, intercut creative advertising captures the attention of the audience and achieves more effective advertising results. This advertising approach is common in net plays, especially in some self-produced plays or net plays.

Although scholars at home and abroad have investigated the influence of various factors on consumer decisions, such as advertising effectiveness and purchase intention, fewer quantitative studies focused on inter-cut creative advertising in net plays. This study seeks to elucidate the influence of content correlation within inter-cut creative advertising on consumers' purchase intention and emotions. The principle of correlation, integral to the ROI principle, is a major focus. According to the simple definition given by Lu Yang, correlation in advertising creativity denotes that the theme of advertising creativity must be highly correlative with consumers and products" [1]. Central to the study is positive emotion prediction, which, in the context, refers to predicting

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the intensity of positive emotional reactions that consumers may experience in the future. In his research on the mediating effect of positive emotion prediction, Zhang Min found that "emotion prediction is universal, and people also make emotional predictions before making purchase decisions, such as how much happiness they will get from purchasing a product" [2].

2 Study method

2.1 Study hypothesis

There is a positive relationship between the content correlation of inter-cut creative advertising and consumers' purchasing intention.

H1: Inter-cut creative advertising with low content correlation leads to lower purchase intention.

H2: Inter-cut creative advertising relevant to plots will lead to lower purchase intention than that irrelevant to the plots.

H3: The interaction between the content correlation of inter-cut creative advertising and the placement location of advertisements influences consumers' purchase intention.

This study suggests that high content correlation will induce consumers to make a prediction of higher positive emotions towards products, thereby influencing their purchase intention.

H4a: Positive emotion prediction plays a mediating role in the influence of content correlation on the effectiveness of inter-cut creative advertising.

H4b: Positive emotion prediction plays a mediating role in the influence of placement location of advertisements on the effectiveness of inter-cut creative advertising.

2.2 Experimental Design

Inter-cut advertisements in key plot points of net plays can potentially disrupt the audience's viewing experience, divert their attention, and cause increased dissatisfaction. Therefore, in this study, the placement location was selected as the key variable, with the advertising duration held constant. The experimental hypothesis was validated with an in-group experimental design of 2 (content correlation: high/low) * 2 (placement location: relevant/irrelevant to the plot) * along with a fixed advertising duration of 13s. Three different inter-cut creative advertisements were selected from two net plays, namely "Destined" and "Nothing but You". The advertising products, falling under a common category, were composited into videos of inter-cut creative advertisements. Advertisements in each video featured four conditions of different content correlations and placement positions. There were six experimental video groups, totaling 24 experimental videos with a duration of 5 mins. Participants watched video clips with inter-cut creative advertisements for the same product in the same net play. Subsequently, they were required to fill out a questionnaire and provide evaluations of the content watched. To mitigate potential interference caused by participant fatigue, the experiment spanned 4 days.

2.3 Variable measurement

In this study, the Advertising Attitude Scale [3] was used to measure the attitudes of participants towards the advertisements watched in the experiment. The design of an advertising content correlation measurement table [4,5] drew references from both the previous plot correlation measurement table and the matching measurement table of inter-cut creative advertisements. The table was created to measure the correlation between the plot and characters of the inter-cut creative advertisements, as well as their correlation to the TV plots. The mature purchase intention scale[6-8] was taken as a reference to measure the audience's purchase intention towards the product after watching the video clips. The subject of this study involves whether positive emotion prediction plays a mediating role, with a mature emotion measurement scale taken as a reference [2,9,10].

2.4 Subjects

55 participants, aged 18-28, were selected from different regions to ensure regional representation and diversity. balanced gender ratio of 1:1 aimed to avoid the singular influence of gender on advertising response. Their consumption habits and brand awareness were considered to prevent these factors from affecting advertising responses. Meanwhile, participants were required to have certain viewing habits and experience with watching net plays. valid experimental data for 50 people (out of 200 initially collected copies) were retained for analysis after the removal of invalid samples.

3 Analysis of test results

3.1 Reliability analysis

Table 1. Reliability's analysis

Variable	Title	Corrected Item-Total Correlation (CITC)	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Advertising attitude	A1	0.814	0.707	0.844
	A2	0.704	0.795	
	A3	0.688	0.816	
Content correlation	B1	0.784	0.619	0.813
	B2	0.627	0.784	
	B3	0.622	0.787	
Purchase intention	C1	0.807	0.773	0.858
	C2	0.662	0.836	
	C3	0.689	0.825	
Positive emotion prediction	C4	0.666	0.834	0.778
	D1	0.646	.	
	D2	0.646	.	

As shown in Table 1, analysis confirms the reliability of these questions to assess advertising attitude, content correlation, purchase intention, and positive emotion prediction.

3.2 Validity analysis

Table 2. Validity’s Test: KMO and Bartlett’s Test

	KMO	0.740
	Approx. Chi-Square	1108.114
Bartlett Test	<i>df</i>	66
	<i>p</i> value	0.000

An information enrichment study through factor analysis indicates that the study data is well-suited for subsequent factor analysis.

As can be seen from parts Table 2 analysis was conducted on the situation of factor extraction and the quantity of information extracted, and the detailed results are presented in the table.

Table 3. V% of Variance’s Table: Total Variance Explained

Factor	Eigen		% of Variance (Unrotated)				% of Variance (Rotated)			
	Eigen Value	% of Variance	Cumulative % of Variance	Eigen Value	% of Variance	Cumulative % of Variance	% Eigen Value	% of Variance	Cumulative % of Variance	%
1	3.885	32.376	32.376	3.885	32.376	32.376	2.864	23.867	23.867	
2	2.343	19.526	51.902	2.343	19.526	51.902	2.332	19.436	43.303	
3	1.779	14.822	66.724	1.779	14.822	66.724	2.220	18.498	61.800	
4	1.027	8.555	75.279	1.027	8.555	75.279	1.617	13.478	75.279	
5	0.581	4.839	80.118	-	-	-	-	-	-	
6	0.512	4.267	84.385	-	-	-	-	-	-	
7	0.486	4.047	88.433	-	-	-	-	-	-	
8	0.392	3.268	91.700	-	-	-	-	-	-	
9	0.334	2.782	94.483	-	-	-	-	-	-	
10	0.246	2.053	96.535	-	-	-	-	-	-	
11	0.225	1.876	98.411	-	-	-	-	-	-	
12	0.191	1.589	100.000	-	-	-	-	-	-	

Table 4. Factor loading(Rotated): Factor loading(Rotated)

Name	Factor loading				Communality
	Factor 1	Factor 2	Factor 3	Factor 4	
A1	-0.035	0.927	0.019	0.037	0.863
A2	-0.026	0.861	-0.022	-0.002	0.742
A3	0.020	0.847	0.036	-0.105	0.731

B1	0.105	-0.021	0.912	0.052	0.845
B2	0.086	0.018	0.824	0.062	0.690
B3	0.156	0.032	0.791	0.120	0.665
C1	0.921	0.017	0.044	0.054	0.854
C2	0.778	-0.093	0.112	0.182	0.660
C3	0.782	0.015	0.153	0.218	0.683
C4	0.765	0.009	0.128	0.222	0.652
D1	0.216	-0.035	0.087	0.890	0.847
D2	0.348	-0.040	0.144	0.812	0.803

In Table 3 and Table 4 show the maximum variance rotation method (varimax) was used to rotate the data in order to identify the corresponding relationship between factors and study items. The results reveal a strong correlation between the study items and factors, demonstrating the effective extraction of information from these factors.

3.3 Descriptive statistical analysis

Table 5. Descriptive’s Statistical analysis: Fundamental indicators

Title	N	Min.	Max.	Mean	S.D.	Median
Advertising attitude	200	1.000	5.000	2.832	1.068	2.670
Content correlation	200	1.000	5.000	3.055	1.022	3.330
Purchase intention	200	1.000	4.750	3.074	1.016	3.000
Positive emotion prediction	200	1.000	5.000	3.255	1.094	3.250

As described on Table 5, the results indicate that the majority of the participants hold a relatively neutral or slightly negative attitude towards advertising. Similarly, they express a relatively neutral view regarding the content correlation and exhibit a relatively neutral or slightly negative attitude towards purchase intention. Additionally, participants tend to maintain a relatively neutral attitude towards positive emotion prediction.

3.4 Manipulation inspection

Table 6. Manipulation Inspection t-test

	Content correlation (Mean±S.D.)		<i>t</i>	<i>p</i>
	Low(<i>n</i> =100)	High(<i>n</i> =100)		
Advertising attitude	2.90±1.09	2.77±1.05	0.857	0.392
Content correlation	2.81±1.02	3.30±0.97	-3.438	0.001**

* $p < 0.05$ ** $p < 0.01$

As can be seen from the data in Table 6, the t-test was utilized to study the differences in advertising attitude and content correlation caused by content correlation. Results indicate that samples with different content correlations showed no significant differences in advertising attitude. However, significant differences were observed in content correlation.

3.5 Main effect

Table 7. Main effect of t-test

Content correlation (Mean±S.D.)	Placement location(Mean±S.D.)		t	p	t	p
	Low(n=100)	High(n=100)				
Purchase intention	2.93±0.85	3.22±1.15	-2.016	0.045*	-4.866	0.000**

* $p < 0.05$ ** $p < 0.01$

The Table 7 indicates that samples with different content correlations show significant differences in purchase intention, while samples with different placement locations also display significant differences in purchase intention.

3.6 Two-way ANOVA analysis

Table 8. Two-way ANOVA 1

Source	Sum of squares	df	Mean square	F	p	partial eta squared(Partial η^2)
Intercept	1889.588	1	1889.588	5976.548	0.000**	0.968
Content correlation	4.133	1	4.133	13.072	0.000**	0.063
Placement location	21.945	1	21.945	69.410	0.000**	0.262
Content correlation*Placement location	117.428	1	117.428	371.411	0.000**	0.655
Residual	61.969	196	0.316			

R²: 0.698

* $p < 0.05$ ** $p < 0.01$

Two-way ANOVA 1 was used to study the impact of content correlation and placement location on purchase intention. The Table 8 above reveals the presence of a main effect. Both content correlation and placement location exhibit a differential relationship with purchase intention, and the interaction term between content correlation and placement location demonstrates statistical significance. Further analysis of the second-order effect, presented in the Table 9 below, indicates that the mean of the combination of advertisements irrelevant to plots and low content correlation is significantly higher than other combinations.

Table 9. Two-way ANOVA 2(Mean±S.D.)

	Relevant to plots (n=100)	Irrelevant to plots (n=100)
Low	3.37±0.69	2.50±0.77
High	2.12±0.40	4.32±0.21

3.7 Analysis of mediating effect

Table 10. Results of Mediation Analysis (n=200)

	Purchase intention					Positive emotion prediction					Purchase intention				
	B	SE	t	p	β	B	SE	t	p	β	B	SE	t	p	β
Constant	2.599**	0.117	22.235	0.000	-	2.475**	0.116	21.340	0.000	-	1.567**	0.194	8.073	0.000	-
Content correlation	0.288*	0.135	2.130	0.034	0.142	0.850**	0.134	6.347	0.000	0.390	-0.067	0.135	0.494	0.622	0.033
Placement location	0.663**	0.135	4.909	0.000	0.327	0.710**	0.134	5.302	0.000	0.325	0.367**	0.132	2.784	0.006	0.181
Positive emotion prediction											0.417**	0.066	6.359	0.000	0.449
R-squared	0.127					0.258					0.276				
adjusted R-squared	0.118					0.250					0.265				
F value	F(2,197)=14.319,p=0.000					F(2,197)=34.195,p=0.000					F(3,196)=24.937,p=0.000				

* p<0.05 ** p<0.01

Table 11. Summary of the results of Mediation Analysis

Item	C total effect	a	b	a*b mediating effect (Boot SE)	a*b ef- (Boot SE)	a*b (z value)	a*b (p value)	a*b (95% BootCI)	c' direct effect	Conclusion
Content correlation=>Positive emotion prediction=>Purchase intention	0.288*	0.850**	0.417**	0.354	0.033	10.867	0.000	0.113 0.242	~-0.067	Fully mediation
Placement location=>Positive emotion prediction=>Purchase intention	0.663**	0.710**	0.417**	0.296	0.032	9.214	0.000	0.085 0.213	~0.367**	Partially Mediation

* p<0.05 ** p<0.01

Bootstrap type: Percentile bootstrap method

The mediating effect test results from the Table 10 and the Table 11, show that mediating variables play a complete mediating role in the relationship between content correlation and purchase intention, while in the relationship between placement location and purchase intention, mediating variables play a partial mediating role.

4 Summary and Discussion

The results of this study experiment are generally consistent with the formulated hypotheses. The ROI theory is applicable in the context of inter-cut advertisement in net plays. Content correlation and placement location of inter-cut creative advertisements

in net plays exert an influence on consumers' purchase intention. Consumer attitudes and behaviors can be changed by arousing emotional states.

This study is subject to certain limitations, primarily in its exploration of the short-term positive emotions on purchase intention. The question of whether long-term emotional prediction maintains its influence on consumer behavior deserves further study. In addition, it is worth noting that positive emotions may have a sustained influence on purchase intention during the regression process after advertising. Further research is needed to explore the existence of other mediating mechanisms. Moreover, the study should take into account factors such as brand awareness, emotional resonance, and advertising effectiveness, as these elements may also play a mediating role in the influence of content correlation and placement location on purchase intention.

5 Conclusions

Research contents that content correlation and placement location of inter-cut creative advertisements in net plays exert an influence on consumers' purchase intention. A higher correlation between advertising content and plots will enhance audience acceptance, thus positively impacting purchase intention. The proper placement location and high-quality integration with plots contribute to the effectiveness of advertisements and enhance the audience's acceptance and purchase intention. Also, advertising content and placement location play a joint role in influencing the audience's purchase intention. In addition, positive emotion prediction, as an emotional state, appears to serve as a mediator in the influence of independent variables (content correlation and placement location) and dependent variables (consumer purchase intention) in certain scenarios. Consumer attitudes and behaviors can be changed by arousing emotional states.

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