

## Article

# Exploring on Preference of Bulk Store's Video

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**Abstract:** The green trend or sustainable consumption is gaining recognition nowadays. In that, the reduction of plastic waste is a key to the circular economy. Bulk stores incorporate a policy of zero food waste. In this study, we analyzed the experience of unpackaging using the Kano model. The relationship between the generation of video preferences was analyzed to promote circular stores and increase willingness to adopt sustainable consumption. Necessary qualities for sustainable consumption were also determined based on consumer feedback. Videos of bulk stores are important in promoting sustainable consumption. For sustainable development, the design of videos needs to be improved to increase the application of digital media in the advertisement and promotion of sustainable development.

**Keywords:** Unboxing videos, Influencer marketing, Sustainable behavior, Packaging-free consumption model

## 1. Introduction

Influencer marketing is a significant market trend nowadays. Advances in Internet technology (IT) allow for digital media to access information and engage in branding. Interesting content attracts consumers' attention and increases an understanding of the product's value and features, which builds trust and affinity towards the brand and increases brand awareness and consumer loyalty. Discovering appealing videos from a consumer perspective and advertisements through video content is fundamental for the strategy of communication in digital media for optimal promotional effects, product positioning, and consumer characteristics. Emotional appeal has been strengthened for in-depth message delivery owing to advances in digital media and targeting the intended consumers. Thus, digital marketing is an essential business strategy for companies. The purpose of the circular economy is to realize zero-waste stores and the environment to achieve sustainability achieve sustainable development goals (SDGs). The zero-packaging consumption model promotes circular economy principles. Video of zero-waste bulk stores is created to showcase the changing shopping and consumption habits. Bulk store's video shows entertaining content and promotes sustainable consumption which are driving forces for sustainable development. Therefore, it is necessary to improve the design of unboxing videos and apply digital media to advertising and promotion.

In this study, we determined the consumers' demands for the video of bulk stores for zero waste, their relationship with the preferences, experiences, supports, and their willingness to engage in sustainable consumption. The results of this study influence the development and planning of design strategies to promote sustainable consumption. The creation of the video and sustainable consumption involves allocating resources to assign and enhance important quality factors. The relationship between quality factors, consumer satisfaction, and the elements of the video influencing sustainable consumption was determined. In detail, the following was researched in this study: (1) the attributes of the creation of videos for retail stores, (2) the important aspects of consumer experience, and (3) the elements and recommendations for the bulk store video.

## 2. Materials and Methods

### 2.1 Digital Media and Influencer Marketing

Modern consumers seek emotional satisfaction (Chien et al., 2017) in merchandise. The diverse interactive nature of media communication allows brands to leverage the influence of individuals to disseminate messages. An understanding of the consumer allows for establishing and attracting consumers on social media platforms (Vidani & Das, 2021). YouTube is the most common platform when making purchase decisions. 84% of Taiwanese believed that advertisements on YouTube raise the awareness of new brands or products. YouTube is an essential platform for current shopping behavior (2022 YouTube Brandcast, 2022). Plamgreen

et al. (1985) studied the effect of beliefs and expectations for media attributes on the pursuit of satisfaction, the attainment of satisfaction, and media consumption behavior and noted that beliefs and expectations for media attributes affected the motivation to pursue satisfaction which influenced media consumption behavior and the formation of a cyclical link between the pursuit and attainment of satisfaction.

### *2.2 Unboxing Video and Experience Economy*

Unboxing videos are used widely in influencer marketing as an effective strategy for promoting products or services as they establish brand images to encourage consumers to engage in sharing related content. They provide potential a user perspective for consumers to understand the features of the product and motivate them to purchase before making a purchase. Successful unboxing videos enhance a brand's reputation and leave a lasting impression in the minds of potential consumers. In 1999, Pine and Gilmore proposed the concept of the Experience Economy and noted the importance of shaping sensory experiences and creating cognitive identification based on life and context. By capturing customer attention and altering consumer behavior, new value and space are found in the experience economy (Pine II & Gilmore, 2008). Unlike traditional media, influencer marketing and the power of social media enable interactive sharing to initiate sales for target consumers (Ashley & Tuten, 2015). The experience economy transforms service processes and consumer habits into consumption and provides consumers with opportunities to learn about products (My MKC.com, 2013).

### *2.3 Environmental Communication and Sustainable Behavior*

In environmental communication, the production of discourse and the contestation of meanings between different stakeholders occur in ecological practices (Liu, 2011). There has been an international consensus for the sustainable consumption of products by encouraging consumers to support and engage in green consumption. This includes consuming, avoiding or reducing environmental harm, and engaging in sustainable practices. Sustainable behavior influences sustainable consumption (Ministry of Environment, 2023). The United Nations' SDGs include the concept of sustainable consumption, and responsible consumption and production. Design for sustainable behavior advocates for the development of sustainable behavior for products from a fundamental psychological perspective (Lilley, 2009). The primary cause of environmental problems is unsustainable consumption and production patterns. Thus, it is required to reduce waste, promote a circular economy, choose green and renewable products, and increase consumer awareness and consciousness of sustainability for the quality of life as a primary objective of human development (Hernandez, 2019).

### *2.4 Circular Economy and Packaging-Free Consumption Model*

The packaging-free consumption is a key element of the circular economy. In 2022, 500 Taiwanese individuals aged 18–64 years old were surveyed for their understanding of sustainable development. The result revealed that the Taiwanese were concerned with sustainability issues the most. 70% of Taiwanese consumers believed that they could improve the environment with their choices and actions (Kantar LifePoints, 2022). Consumers keep changing their shopping habits and emphasize their participation in sustainable lifestyles and consumption behaviors. In the packaging-free consumption model, containers or packaging need to be "reused" or "refilled." Consumer's awareness and understanding of sustainability form the foundation for a sustainable consumption attitude (GREENPEACE, 2020). It promotes sustainable and zero-waste lifestyles, inspiring consumers to adopt sustainable lifestyles and consumption behaviors. When consumers see the environmental features of a product emphasized in advertisements, they are more likely to be persuaded and willing to purchase green products.

## **3. Methods**

We conducted interviews about bulk store videos and a questionnaire survey. Questionnaire items were created based on the results of interviews with experts to ask about experiences and obtain feedback of consumers.

### *3.1. Interview*

A bulk store's video for unpacking products (Fig. 1) was shown to participants to determine the effect of information transparency, educational effect, visual attractiveness, and influence on participation from a second-person perspective. The content was analyzed in semi-structured three major dimensions: message acceptance, video effectiveness, and emotional appeal. The content structure was assessed in terms of the brand's collaboration with environmental protection and the opinions of key opinion leaders (KOLs). Interaction between the KOL and consumers was also explored.



Fig. 1. Unboxing video shown in this study.

### 3.2. Questionnaire Survey

Questionnaire surveys were conducted before and after watching the video. The items were created to ask about sustainable consumption and the awareness of packaging-free stores. The degree of satisfaction was measured for the created video. The results of the interview and the survey were used to identify the factors that relate to attractiveness and construct a diagram shown in Fig. 2.

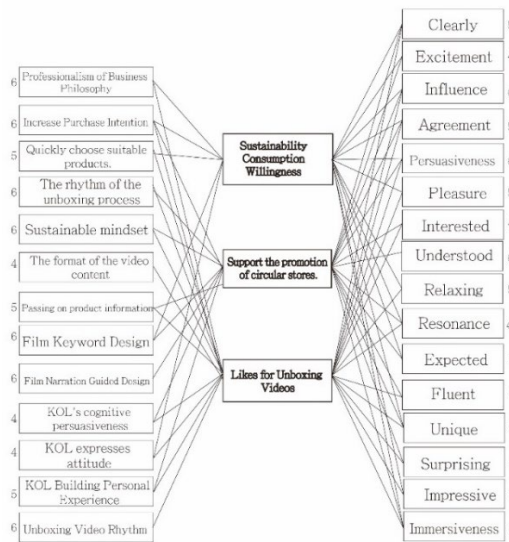


Fig. 2. Assessment of attractiveness of created video.

### 4. Discussion

We used the Kano model to analyze the relationship between consumer preferences, support of bulk stores, and the willingness for sustainable consumption before and after watching the unpacking video (Mittal et al., 1998). The two dimensions of the Kano model were the customer's perspective of satisfaction which was subjective and based on their perception, and the perspective of product quality which was objective and related to the functionality or features of the product. The Kano Model is a reliable method to determine quality attributes (Ting & Chen, 2002) (Fig. 3).

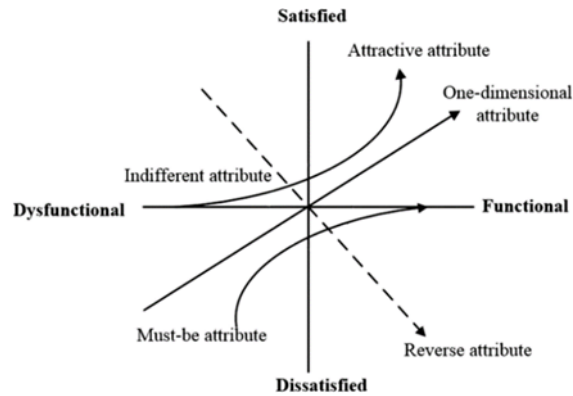


Fig. 3. Kano model of consumer satisfaction.

Table 1. Factors in three dimensions for sustainable consumption.

Dimension	Factor	$\beta 1$	$\beta 2$
Sustainability Consumption Willingness	The film conveys the sales form of green consumption, which resonates with me.	-0.227	0.063
	The rhythm of the unboxing process in the video creates an enjoyable experience.	-0.173	0.072
	In the video, KOL improves brand recall through awareness of the product.	-0.208	0.068
	The process of the KOL experience in the film increases my willingness to engage in green consumption.	-0.300	-0.072
Support the promotion of circular stores.	The film conveys the sales forms of green consumption, which resonates with me.	-0.320	0.043
	The business philosophy and professional performance of the store in the film are evident.	-0.229	0.046
	The film conveys the sales forms of green consumption, which resonates with me.	-0.277	-0.082
	In the video, KOLs increase brand recall through awareness of the product.	-0.194	0.136
Likes for Unboxing Videos	Movies create an immersive shopping experience in physical stores.	-0.285	-0.058
	The film conveys the sales forms of green consumption, which resonates with me.	-0.231	0.096
	The rhythm of the unboxing process in the video creates an enjoyable experience.	-0.290	-0.005
	The use of Key Opinion Leaders KOL in the video enhances brand recognition by increasing awareness of the product.	-0.254	0.056
	The process of KOL experience in the film reinforces my belief in green consumption.	-0.239	-0.043
	The content and delivery of the film brings joy.	-0.224	0.104
	The explanation of KOL increases my willingness to purchase.	-0.246	0.001
	Movies create an immersive shopping experience in physical stores.	-0.376	-0.024

The results of the Kano model showed 15 factors in three dimensions of sustainable consumption (Table 1). The attractiveness of the KOL's opinions increased the willingness to engage in sustainable consumption and consumers' attention to green consumption. When consumers perceived the involvement of KOLs, they were likely to internalize the value of sustainability and prioritize green consumption. In the video, KOLs delivered product information and influenced consumers' emotions and attitudes. Using the attractiveness of KOLs, the video promoted sustainable consumption more effectively. The factors impacted on willingness to support the promotion of bulk stores significantly. The video evoked consumers' emotions and enhanced brand recognition. This contributed to a positive evaluation of consumers for a product and a positive attitude and willingness to support sustainable consumption. Emotional connections and authentic content stimulated consumers' interest in sustainable and green consumption and increased support for the circular economy.

5. Conclusions

We assessed the strategy of the unpacking video created from the perspective of sustainable consumption. Survey results showed satisfaction with the video and its influence on consumers' willingness to engage in sustainable consumption and support the circular economy. The video aroused curiosity about the content and stimulated the intention for sustainable consumption. The video promoted sustainable consumption and influenced consumer behavior of purchase intention. The preference of consumers for the videos increased with a positive effect on the establishment of a brand image. The content of the video encouraged sustainable consumption and helped establish a business model of the circular economy.

The results helped to establish design strategies for similar videos as follows.

1. Content quality: The content of videos must be attractive and showcase the features and functions of the product. Techniques to film, the arrangement of scenes, the quality of textual description, and explanations of the key elements of the video's duration in the video are important to induce the preferences and immersion of consumers.
2. Authenticity and credibility of KOL: Consumers are inclined to engage with the comments and sharing of the videos by KOLs through interaction. The product evaluation is affected by the credibility of KOLs so the evaluation by KOLs needs to be objective to increase consumer's trust in the product that they recommend.
3. Emotional connection is generated by the video: Videos establish an emotional connection and enhance the overall experience of consumers. Elements such as humor, emotional expressions, storytelling, and shared experiences are required to establish a strong emotional connection between consumers and the content.
4. Information about sustainable consumption must be delivered for consumers to accept product information. Through videos, important information such as environmental advocacy must be delivered to increase consumers' understanding of the importance of sustainable consumption. This increases consumers' confidence and identification with sustainable consumption and promotes sustainable choices and awareness of sustainable brands and products.

The difference in consumer experiences before and after watching a video was observed. The relationship between consumers' preference for the video affected their support for the circular economy and their willingness to engage in sustainable consumption. Videos can be created using the results to identify significant factors and attributes that influence consumer satisfaction with the video. In the digital environment, strategic recommendations for the circular economy and consumption behavior are required. Attractive unpacking videos help to establish a brand image and influence consumers' willingness to support and promote the circular economy and sustainable consumption.

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