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Homogeneous Apple Brand Information Exposure on Short-Video Platforms

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Abstract. Short-video platforms have become an important environment for repeated exposure to smartphone brand information. Taking Apple-related short-video content as the research context, this study examines whether homogeneous Apple brand information exposure is associated with brand loyalty and psychological reactance toward competing brand information. Homogeneous information exposure refers to repeated contact with brand content that may differ in form but conveys similar evaluations and brand meanings. Drawing on brand loyalty theory and psychological reactance theory, the study argues that repeated Apple-related content may make Apple appear more familiar and reliable, while also making information about competing smartphone brands less necessary or less attractive to process. Data were collected through an online questionnaire distributed via Wenjuanxing, and 256 valid responses were analysed in SPSS. Reliability analysis, validity analysis, descriptive statistics, Pearson correlation analysis, and linear regression analysis were conducted. The results show that homogeneous Apple brand information exposure is positively associated with both brand loyalty and psychological reactance toward competing brand information. These findings suggest that repeated brand exposure on short-video platforms may strengthen consumers' attitudes toward the focal brand while also shaping their openness to alternative brand information.

Keywords: Short-video platforms, homogeneous information exposure, brand loyalty, psychological reactance, competing brand information

1. Introduction

Short-video platforms have become an important setting in which consumers encounter smartphone brand information. Unlike traditional advertising, brand information on short-video platforms is often embedded in product reviews, unboxing videos, daily usage sharing, influencer recommendations, and comment interactions. In many cases, consumers do not open the app with the clear purpose of learning about a smartphone brand. Similar brand content can still keep appearing in their feeds through recommendation systems and social sharing. Research on TikTok and short-video use suggests that platform characteristics, psychological distance, and social identity can influence users' continued engagement with short-video content [1].

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Apple is a useful case for examining this process. Apple-related short videos often discuss system fluency, ecosystem convenience, camera performance, design recognition, and symbolic brand value. These videos may come from technology bloggers, ordinary users, or accounts that mainly follow consumption trends. Their styles are not the same, but the overall brand judgement often remains close. This study conceptualises this phenomenon as homogeneous information exposure, referring to repeated exposure to brand information that is similar in direction, evaluative tone and symbolic meaning. In this sense, homogeneous exposure is not the simple repetition of identical messages. It is closer to a communication environment in which a familiar brand image is quietly confirmed again and again.

Existing studies on social media marketing have mainly examined how digital brand activities influence brand experience, consumer engagement, usage intention and loyalty. Recent research has shown that social media marketing activities can influence brand loyalty through brand experience and trust [2]. Other studies also indicate that online brand community engagement, self-brand congruency and perceived value help explain how social media marketing activities contribute to loyalty formation [3, 4]. Short-form video advertising research has also noted the issue of content in platform marketing, which makes repeated and similar brand content an important topic for consumer research [5]. These findings are useful, but they do not fully explain what happens when one brand is repeatedly presented as the most familiar option in a highly competitive product category. Repeated exposure to homogeneous information about one focal brand may reinforce loyalty toward that brand, but it may also change how consumers respond to competing brand information.

This issue is particularly relevant in the smartphone market. Consumers do not simply decide whether they like Apple. They also decide whether they are willing to seriously consider alternative brands, including Huawei, Xiaomi, OPPO and vivo. When Apple-related information repeatedly occupies consumers' attention, Apple may gradually become a default reference point in smartphone evaluation. As a result, competing brand information may not always be processed as useful additional information. It may instead feel like an interruption to a preference that has already become comfortable.

Based on this research problem, the present study focuses on Apple brand information exposure on short-video platforms and examines its influence on brand loyalty and psychological reactance toward competing brand information. Brand loyalty refers to consumers' stable preference, favourable attitude and tendency to continue choosing a brand [6]. Psychological reactance refers to a resistant state that may occur when individuals perceive that their freedom of choice or existing judgment is being threatened [7]. The study argues that homogeneous Apple brand information exposure may strengthen loyalty toward Apple while increasing resistance to information about competing smartphone brands. This does not mean that consumers must dislike other brands. The argument is more limited: after one brand has repeatedly been presented as a suitable choice, consumers may become less willing to spend time comparing alternatives.

Therefore, this study aims to analyse the relationship between homogeneous Apple brand information exposure on short-video platforms and consumers' attitudes toward Apple and competing smartphone brands. Specifically, it examines whether repeated exposure to similar Apple-related content is associated with brand loyalty and psychological reactance toward competing brand information. By focusing on these two attitude outcomes, this study explains how homogeneous short-video brand communication may shape consumers' attitudes toward the focal brand and competing brands. The contribution of this study is to shift attention from the positive effect of

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brand communication on loyalty to its possible boundary effect on consumers' openness to competing brand information. The proposed relationships are shown in Figure 1.

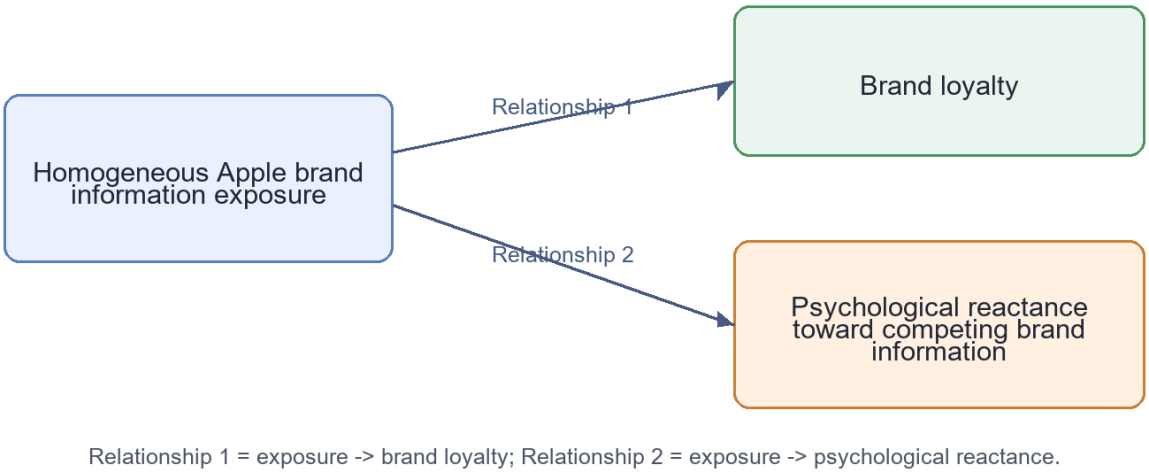


Figure 1. Proposed research model (picture credit: original)

2. Literature review

Short-video platforms have changed the way brand information is produced and circulated. Brand-related content is no longer limited to official advertising; it may also be created by ordinary users, influencers, reviewers and accounts that are made visible by platform algorithms. Compared with traditional advertising, short-video content often appears more everyday and less formal. This makes commercial information feel less distant from ordinary consumption experience. At the same time, platform recommendation systems make it easier for consumers to encounter similar themes repeatedly. Studies on social media marketing have shown that digital marketing activities can create perceived value and online brand engagement, which in turn contribute to brand loyalty [4]. Recent research on TikTok short-form video ads also notes that content has become a visible issue in short-video marketing, making content characteristics important for understanding consumer responses [5].

Homogeneous information exposure is useful for explaining the cumulative effect of this environment. The concern here is not whether one video can immediately change a consumer's attitude. The more realistic question is what happens when similar brand meanings appear many times in ordinary browsing. For example, Apple-related videos may discuss the iOS system, camera performance, ecosystem connection or product design separately, yet these contents may jointly produce the impression that Apple is reliable, stable and worth choosing. Over time, such repeated exposure may reduce the need for consumers to re-evaluate the brand. Apple then becomes not just one option among many, but a familiar reference point for smartphone choice.

The theoretical foundation of this study is therefore built on two connected but different perspectives: brand loyalty theory and psychological reactance theory. Brand loyalty theory explains why repeated and consistent brand information may strengthen consumers' favourable attitudes and stable preference toward Apple [6]. Psychological reactance theory explains why consumers may resist or avoid competing information when it is perceived as disturbing an already formed judgement or choice orientation [7, 8]. This theoretical arrangement is more suitable for the revised model than a broad stimulus-organism-response framework, because the present study no longer

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examines a full internal mediation process. Instead, it directly examines how homogeneous information exposure is associated with two attitude outcomes.

Brand loyalty is one of the core concepts in brand communication research. Classic brand research distinguishes between behavioural loyalty and attitudinal loyalty, indicating that loyalty involves not only repeated purchasing but also favourable attitudes and emotional attachment [6]. Brand experience research further suggests that sensory, affective, intellectual and behavioural experiences can contribute to satisfaction and loyalty [9]. In the short-video context, homogeneous Apple-related content may repeatedly confirm the perceived advantages of the brand. For consumers who already know Apple, this confirmation may matter because it makes the brand feel less risky and easier to justify.

Accordingly, this study expects homogeneous Apple brand information exposure on short-video platforms to have a positive influence on consumers' brand loyalty. When consumers repeatedly encounter similar positive information about Apple, the brand may become easier to recall and emotionally more familiar. This process may make consumers more willing to keep paying attention to Apple, recommend Apple to others and give Apple priority in future smartphone consideration.

Psychological reactance provides another theoretical lens for understanding consumers' responses to competing brand information. Reactance theory suggests that individuals may resist a message when they perceive that it threatens their autonomy or existing freedom of choice [7]. Dillard and Shen further argued that reactance can be empirically captured through negative cognitions and anger, which makes the concept useful for communication research [8]. A later meta-analytic review also confirmed that psychological reactance is closely connected with perceived threat, resistance and message rejection [10].

In the present study, psychological reactance toward competing brand information does not mean that consumers necessarily dislike Huawei, Xiaomi or other smartphone brands. Rather, it refers to a more moderate but meaningful tendency to avoid, ignore or discount information about competing brands after a relatively stable Apple preference has been formed. Recent advertising research also shows that persuasive communication may trigger reactance when people perceive the message as pressuring their choices or interfering with their existing orientation [11]. This logic can be extended to the smartphone brand context. In this context, competing brand information may be perceived as a challenge to a consumer's already established brand judgement, even when the competing information is not negative or aggressive.

For instance, a consumer who has repeatedly watched videos about Apple's ecosystem, camera performance and system stability may gradually form the belief that Apple is the most suitable smartphone brand. When the platform later recommends content highlighting Huawei's camera advantages or Xiaomi's price-performance ratio, the information may not be evaluated neutrally. Instead, it may be treated as an unnecessary comparison, especially if the consumer is not planning to change the original choice. The consumer may therefore skip the content, compare less carefully or keep the original judgement without much further consideration.

Based on the above discussion, this study examines two expected relationships. First, homogeneous Apple brand information exposure on short-video platforms is expected to be positively related to consumers' brand loyalty, because repeated exposure to similar Apple-related content may make the brand more familiar, reliable and easier to justify as a preferred smartphone choice. Second, homogeneous Apple brand information exposure is expected to be positively related to psychological reactance toward competing brand information, because information about brands such as Huawei or Xiaomi may be perceived as less necessary or as an interruption to an already formed preference.

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3. Methodology

3.1. Research design

This study used a quantitative questionnaire design to examine the relationship between homogeneous Apple brand information exposure on short-video platforms, brand loyalty, and psychological reactance toward competing brand information. The questionnaire method was suitable for this study because the research focused on consumers' ordinary media experience rather than their immediate response to a single advertisement. The main concern was whether consumers who often encountered similar Apple-related content in daily short-video browsing also reported a more stable preference toward Apple and a lower willingness to process information about competing smartphone brands.

3.2. Participants and procedure

The questionnaire was distributed online through Wenjuanxing. After screening invalid responses, 256 valid questionnaires were retained for analysis. Among the valid respondents, 158 were male, and 98 were female. The age distribution was mainly concentrated in the 23-26 and 27-35 groups, which was reasonable for a study on smartphone brand information exposure on short-video platforms. In terms of current smartphone brands, Apple users accounted for 50.4% of the sample, while the remaining respondents used Huawei, Xiaomi, OPPO, vivo, Honor, Samsung or other smartphone brands. This sample structure was acceptable because the study did not only examine Apple users. Instead, it examined how exposure to Apple-related information was associated with consumer attitudes in a competitive smartphone context.

Most respondents had clear short-video platform use experience. Douyin was the most frequently used platform, followed by Xiaohongshu, Bilibili and Kuaishou. Most respondents reported using short-video platforms for at least 30 minutes per day, and more than a third used them for one to two hours per day. This indicates that the sample had sufficient experience with short-video platforms, which was necessary for examining platform-based brand information exposure.

3.3. Measures

The research model included one independent variable and two dependent variables. The independent variable was homogeneous Apple brand information exposure, which referred to repeated exposure to Apple-related short-video content with similar evaluative direction and brand meaning. The two dependent variables were brand loyalty and psychological reactance toward competing brand information. Brand loyalty was used to capture consumers' favourable attitude, continuous attention and preference toward Apple, following the view that loyalty includes both behavioural and attitudinal dimensions [6]. Psychological reactance toward competing brand information was used to capture consumers' tendency to avoid, discount or resist information about alternative smartphone brands such as Huawei, Xiaomi, OPPO and vivo. This construct was grounded in psychological reactance theory, which explains resistance that may appear when individuals perceive their autonomy or existing judgment to be challenged [7, 8].

All core constructs were measured with Likert-type items. The items for homogeneous information exposure measured whether respondents frequently encountered Apple-related content, whether such content appeared similar in theme or evaluation, and whether the platform recommended Apple-related videos even without active searching. The brand loyalty items

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measured general impression, perceived reliability, continuous attention and recommendation tendency toward Apple. The psychological reactance items measured whether respondents were unwilling to stay on, compare or reconsider information about competing smartphone brands.

3.4. Data analysis

SPSS was used for data analysis. The analysis first examined the reliability of each scale through Cronbach's Alpha. Factor analysis was then used to test whether the data were suitable for validity analysis, mainly through the KMO value and Bartlett's test of sphericity. After that, descriptive statistics were used to show the general level of each variable. Pearson correlation analysis was conducted to examine whether the variables were significantly related to each other. Finally, linear regression analysis was used to test whether homogeneous Apple brand information exposure was positively associated with brand loyalty and psychological reactance toward competing brand information. The overall analysis procedure is presented in Figure 2.

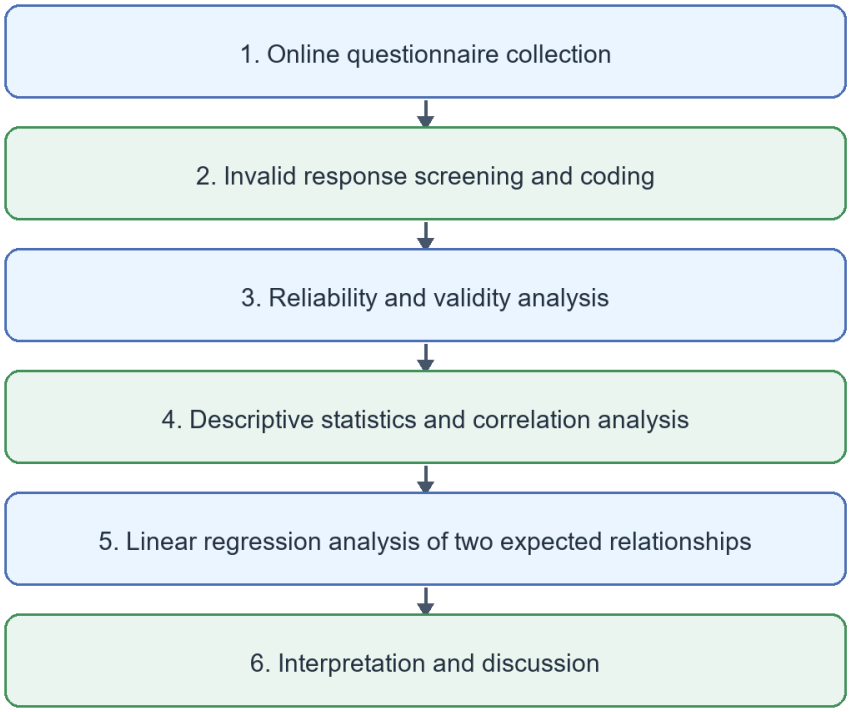


Figure 2. Data analysis procedure

4. Result

4.1. Reliability and validity

Reliability analysis was conducted to examine the internal consistency of the three scales. As shown in Table 1, the Cronbach's Alpha value for homogeneous information exposure was .790, the value for brand loyalty was .811, and the value for psychological reactance toward competing brand information was .827. All three values were higher than .70, indicating that the scales had acceptable internal consistency.

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Table 1. Reliability analysis results

construct	items	Cronbach's Alpha	evaluation
homogeneous information exposure	5	.790	Acceptable
brand loyalty	5	.811	Good
psychological reactance toward competing brand information	7	.827	Good

Table 2. KMO and Bartlett's test

test	value
KMO measure of sampling adequacy	.928
Bartlett's test of sphericity, chi-square	2064.923
df	136
p	< .001

The KMO and Bartlett's test results were used to examine whether the data were suitable for factor analysis. As shown in Table 2, the KMO value was .928, which indicates a high level of sampling adequacy. Bartlett's test of sphericity was significant, with chi-square = 2064.923, df = 136, and $p < .001$. These results suggest that the measurement items were sufficiently correlated and suitable for further factor analysis.

4.2. Descriptive statistics and correlations

Descriptive statistics were used to show the general level of the three variables. As shown in Table 3, the mean score of homogeneous information exposure was 3.474, the mean score of brand loyalty was 3.535, and the mean score of psychological reactance toward competing brand information was 3.500. These scores were around the middle-to-high level of the five-point scale, indicating that respondents generally reported a certain degree of Apple-related information exposure, brand loyalty and resistance toward competing brand information.

Table 3. Descriptive statistics

variable	mean	standard deviation	n
homogeneous information exposure	3.474	.606	256
brand loyalty	3.535	.595	256
psychological reactance toward competing brand information	3.500	.560	256

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Table 4. Pearson correlation analysis

variable	homogeneous information exposure	brand loyalty	psychological reactance toward competing brand information
homogeneous information exposure	1	.741***	.774***
brand loyalty	.741***	1	.767***
psychological reactance toward competing brand information	.774***	.767***	1

Note. *** $p < .001$.

Pearson correlation analysis was then conducted. As shown in Table 4, homogeneous Apple brand information exposure was positively correlated with brand loyalty, $r = .741$, $p < .001$. It was also positively correlated with psychological reactance toward competing brand information, $r = .774$, $p < .001$. Brand loyalty and psychological reactance were also positively correlated, $r = .767$, $p < .001$. These findings indicate that respondents who reported higher exposure to similar Apple-related short-video content also tended to report stronger loyalty toward Apple and stronger reluctance to process competing brand information.

4.3. Regression analysis

Linear regression analysis was used to further examine the two expected relationships. As shown in Table 5, homogeneous Apple brand information exposure significantly predicted brand loyalty. The model explained 55.0% of the variance in brand loyalty, with R-squared = .550. The regression coefficient was significant, with $B = .727$, $\beta = .741$, $t = 17.607$, and $p < .001$. This result supports the expected positive relationship between homogeneous Apple brand information exposure and brand loyalty.

Homogeneous Apple brand information exposure also significantly predicted psychological reactance toward competing brand information. The model explained 59.9% of the variance in psychological reactance, with R-squared = .599. The regression coefficient was significant, with $B = .715$, $\beta = .774$, $t = 19.482$, and $p < .001$. This result supports the expected positive relationship between homogeneous Apple brand information exposure and psychological reactance toward competing brand information.

Table 5. Regression analysis results

dependent variable	B	SE	β	t	R^2	F	p
brand loyalty	.727	.041	.741	17.607	.550	309.996	< .001
psychological reactance	.715	.037	.774	19.482	.599	379.566	< .001

Overall, the results show that homogeneous Apple brand information exposure was positively associated with both outcome variables. However, because the data were collected through a cross-sectional questionnaire, these findings should be interpreted as statistical associations rather than strict causal relationships.

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5. Discussion

5.1. Main findings

The findings show that homogeneous Apple brand information exposure on short-video platforms was positively associated with brand loyalty. This means that when consumers repeatedly encountered similar Apple-related content, they were more likely to report favourable attitudes and stable preferences toward Apple. In the short-video context, this relationship may be formed gradually rather than through a single persuasive message. Different creators may discuss different details, such as system fluency, ecosystem convenience, camera performance or product design, but these details often work together to reinforce a similar brand image.

The results also show that homogeneous Apple brand information exposure was positively associated with psychological reactance toward competing brand information. This finding is important because it suggests that repeated Apple-related content may not only strengthen loyalty toward Apple but also reduce consumers' openness to information about other smartphone brands. For example, after Apple has become a familiar and reliable reference point, information about Huawei, Xiaomi, OPPO or vivo may be treated as less necessary or as an interruption to an already formed preference.

5.2. Theoretical implications

This study contributes to brand communication research by showing the dual effect of homogeneous brand information exposure. Previous studies have often shown how social media marketing activities improve brand experience, engagement and loyalty [2-4]. The present study does not reject this positive effect. Instead, it adds that repeated exposure to similar brand meanings may also create a boundary around consumers' attention. In other words, brand communication may make the focal brand stronger, while also making competing brand information less likely to be seriously processed.

The findings also support the usefulness of combining brand loyalty theory and psychological reactance theory. Brand loyalty theory explains why repeated and favourable brand information may strengthen attachment to Apple [6]. Psychological reactance theory explains why consumers may resist or avoid competing information when it seems to challenge an existing judgment or choice direction [7, 8]. In this way, the study provides a clearer theoretical explanation for why consumers may become more loyal to one brand and less open to other brands at the same time.

5.3. Practical implications

For brand managers, the findings suggest that repeated short-video exposure can be useful for maintaining brand loyalty, especially when different pieces of content communicate a clear and consistent brand meaning. For Apple, content about ecosystem connection, system fluency, design recognition and reliable user experience may help maintain a stable brand image. However, the findings also suggest that strong repeated exposure may narrow consumers' attention. Therefore, competing brands may need more than simple product comparison. They may need to present their information in ways that connect with consumers' existing needs, habits and problems, rather than appearing as a direct challenge to a preferred brand.

For short-video platform marketing, the results also suggest that repeated recommendations of similar brand content should not be understood only as increasing exposure. It may gradually influence how consumers filter later information. When one brand repeatedly becomes familiar,

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competing brand messages may face a higher psychological barrier. This is especially relevant in the smartphone market, where consumers often compare not only functions and prices, but also habits, identity and perceived reliability.

5.4. Limitations and future research

This study has several limitations. First, the data were collected through an online questionnaire, so the results depend on respondents' self-reported perceptions. Second, the study focused on Apple-related smartphone information on short-video platforms, so the findings may not apply directly to all brands or product categories. Third, the study used cross-sectional data, which means that the results can show significant associations but cannot fully prove causal effects.

Future research could use experimental methods to test whether repeated exposure to similar brand content directly changes consumers' attitudes toward the focal brand and competing brands. Longitudinal research could also be used to examine whether psychological reactance toward competing brand information becomes stronger over time. In addition, future studies may compare different smartphone brands or different product categories to see whether the same pattern exists beyond the Apple context.

6. Conclusion

This study examined the relationship between homogeneous Apple brand information exposure on short-video platforms, brand loyalty and psychological reactance toward competing brand information. Based on 256 valid questionnaire responses, the results showed that homogeneous Apple brand information exposure was positively associated with both brand loyalty and psychological reactance toward competing brand information. In other words, consumers who encountered similar Apple-related content more frequently also tended to report stronger loyalty toward Apple and a stronger tendency to avoid or discount information about competing smartphone brands.

The findings provide support for the two theoretical perspectives used in this study. From the perspective of brand loyalty theory, repeated exposure to similar and favourable brand meanings may make Apple appear more familiar, reliable and easier to justify as a preferred smartphone brand. From the perspective of psychological reactance theory, the same exposure may make competing brand information appear less necessary or more disruptive to an existing preference. This does not necessarily mean that consumers dislike Huawei, Xiaomi, OPPO or vivo. Rather, it suggests that an established preference may reduce their willingness to spend time processing alternative brand information.

The contribution of this study is to consider both sides of repeated brand communication. Existing research has often focused on how social media marketing improves brand experience, engagement and loyalty. This study extends that discussion by suggesting that homogeneous brand information may also shape the boundary of consumers' attention. In a competitive smartphone market, repeated Apple-related information may strengthen the focal brand while also reducing consumers' openness to competing brand messages.

The findings also have practical implications. Brand managers may use consistent short-video content to maintain a clear and familiar brand image. At the same time, competing brands should avoid relying only on direct product comparison. Messages that connect with consumers' existing needs and usage problems may be more effective than messages that simply challenge an established brand preference.

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Several limitations should be acknowledged. The study used a cross-sectional online questionnaire, so the results show statistical associations rather than strict causal effects. The sample also focused on smartphone brand information in the Apple context, which may limit the generalisability of the findings. Future research could use experiments or longitudinal designs to examine whether repeated exposure actually changes brand loyalty and responses to competing brand information over time.

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