

# *The Impact of Short Video Platforms on Young Consumers in China*

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**Abstract:** Short video platforms have shown a prosperous trend and gained widespread popularity in recent years. This draws attention to the impact of short video platforms on the consumption behavior of young Chinese consumers. The study will collect data such as user behavior, content effects and e-commerce profits of short video platforms in recent years to further analyze the impact of short video platforms on the consumption behavior of young Chinese consumers. The main findings of the study are that the rise of short video platforms has changed young people's consumption habits and has a great role in promoting young consumers' consumption decisions. However, the short video platform has both favorable and unfavorable effects on consumer behavior. In the future, researchers can study and promote the elimination of the adverse impact of short video platforms on the consumption behavior of young Chinese consumers.

**Keywords:** Short video platform, purchase decision, accurate recommendation algorithm

## 1. Introduction

In recent years, the development of short video platforms has shown a trend of rapid expansion and profound changes. With the popularity of smart phones and the rapid development of mobile Internet, short video has become an indispensable part of People's Daily life because of its short, concise and rapid dissemination characteristics. For example, the number of users on platforms such as TikTok has grown rapidly, with TikTok reaching 1.8 billion monthly active users as of February 2023, accounting for 18% of global Internet users aged 16 to 64[1]. The short video industry has experienced a number of development stages from the embryonic stage to the mature stage, and the current market scale continues to expand and the competitive pattern tends to be stable. In terms of technology application, the short video industry combines advanced technologies such as artificial intelligence and big data to enhance user experience through accurate recommendation algorithms[2]. This technology-driven development model not only improves the personalized recommendation effect of content, but also enhances the business value of the platform. However, the rapid development of the short video industry has also brought some problems and challenges. For example, the uneven quality of content, the high incidence of copyright infringement, and the addiction problems that platform algorithms can cause[3]. These issues are driving the industry toward refinement, specialization, and increased regulation to ensure the healthy and sustainable development of content.

This study will summarize the influence of short video on consumer behavior through case analysis and literature review. As an emerging form of media, short video platforms have had a profound impact on the behavior of young Chinese consumers. The purpose of studying its influence includes: first, to reveal the change of consumption behavior. Short video platforms have changed consumers' shopping habits and consumption decision-making process through the entertainment, interactivity and immersion of content [4]. Second, Understand consumer psychology. By satisfying the emotional needs of young consumers, short video platforms influence their consumer psychology and behavior. Studying these psychological mechanisms can help companies design more engaging content.

## **2. Literature Review**

### **2.1. Relevant Theoretical Framework**

The relevant theoretical framework for studying the impact of short video platforms on young Chinese consumers can be discussed in detail from the following aspects. Digital marketing and Consumer behavior model: Advertising strategies of short video platforms directly influence consumers' purchase intentions through precise targeting and content creativity. Short video advertising has changed the traditional marketing model by displaying product details and inspiring emotional resonance, and has become an important part of e-commerce[5]. Psychodynamics and cognitive processes: Short video platforms meet the rapid consumption needs of young consumers through fragmented content forms, and at the same time use algorithmic recommendation systems to accurately push personalized content, thus affecting users' attention allocation and consumption decisions [6]. Customer value theory: Customer value theory states that short video content, customer experience and perceived value have a positive effect on consumer satisfaction, while customer satisfaction and loyalty have a positive effect on repeat purchase intention. This theoretical framework highlights how a user's experience and satisfaction when using a short video platform affects their long-term loyalty and repeat purchase behavior[7].

### **2.2. Review of Previous Studies**

Short video platforms have deeply influenced the consumption behavior of young consumers through their fast, intuitive and entertaining characteristics. Research shows that short videos not only change the traditional advertising model, but also significantly increase the purchase intention of users through content creation and personalized recommendation systems[8]. With the popularity of short video platforms, young consumers are increasingly dependent on them. The study noted that short video platforms have attracted a large number of young users by providing entertainment, social and educational functions[9]. However, this dependence also brings privacy leakage, addiction and other problems. Therefore, how to balance entertainment and risk has become an important topic that short video platforms need to solve.

## **3. Case Study**

According to data from April 2022, TikTok's user base is very broad, covering multiple age groups from 18 to over 55, but younger users account for a larger proportion. There are 419.7 million users aged 18 to 24, accounting for 30% of total users; There are 312 million users aged 25 to 34, or 23%; 133.5 million users, or 10%, are 35 to 44 years old; There are 67.4 million users aged 45 to 54, or 5%; There are 41.7 million users over the age of 55, or 3 percent[10]. The data shows that short video platforms have significantly influenced consumers' purchase decision-making process. TikTok, for example, inspires users to shop through its video content, and many users are inspired to make purchases by video recommendations or blogger content. According to the data, the number of

product advertising videos on the TikTok platform reached 80 million, and the number of product sales exceeded 3 million.

The application of short video platforms in the field of e-commerce has significantly improved the economic benefits of e-commerce platforms. For example, the Douyin platform has significantly increased transaction volume and transaction amount through short video marketing programs, such as implantable, influencer and scene marketing. Under these short video marketing programs, transaction volume increased by 64.24%. In addition, the live streaming e-commerce model of TikTok platform also performed well, and the live streaming transaction volume increased by 150% in the first half of 2022, and the number of live broadcasts exceeded 5,000. These data show that short video platforms not only enhance consumers' purchase willingness, but also directly promote the profit growth of e-commerce platforms.

#### 4. Discussion

Through lively and interesting advertising content, short video platforms can effectively attract the attention of young consumers and stimulate their desire to buy. Short video marketing can effectively improve consumers' interest in products or brands and their willingness to buy. Short video platforms have had a profound impact on the behavior of young Chinese consumers through their unique user behaviors, content effects, and e-commerce application models. These platforms have not only changed consumers' shopping habits, but also brought considerable economic benefits to e-commerce platforms. Although short video platforms bring great market potential, they also face some challenges. It will be needed to further resolve issues such as balancing entertainment and educational functions, avoiding excessive commercialization, and protecting user privacy.

##### 4.1. Positive Influence

Firstly, short video platforms have significantly influenced young consumers' purchasing decisions through high-quality content and interactivity. For example, short video advertisements directly enhance users' purchase intention through factors such as information, entertainment and credibility[11]. In addition, the quality of user-generated content also has an important impact on consumer purchase behavior, especially useful and interesting content is more likely to attract younger consumers[12]. In the mode of live streaming, consumers can directly interact with the anchor to obtain product information and complete the purchase, which further reduces the purchase threshold and enhances the consumption experience[13]. Second, the rise of short video platforms has changed traditional consumption habits. Products promoted through short videos, such as live streaming and group buying activities, enable consumers to complete their shopping without leaving home, breaking geographical restrictions[14]. At the same time, the fragmented nature of short videos fits in with the fast-paced lifestyles of young people, making them an important channel for information and entertainment. In addition, the short video platform also optimizes content display through recommendation algorithms to meet the personalized needs of young consumers. Third, promote the dissemination of culture and values. Short video platforms are not only a consumption tool, but also an important carrier of cultural communication. Platforms such as Douyin have enhanced young consumers' sense of cultural identity by disseminating traditional Chinese culture and modern trend culture[15]. At the same time, short videos have also shaped the values of the younger generation, making them more concerned about the world, patriotic, fraternal, and with national pride.

## 4.2. Challenges

Short video platforms have deeply influenced the consumption behavior of young consumers. However, this change in consumer behavior also brings challenges. On the one hand, the induced consumption information on short video platforms may have a negative impact on groups such as college students, leading to overconsumption or impulse shopping. On the other hand, although the rapid development of short video marketing provides a new profit model for merchants, it also easily leads to the homogenization of content and the proliferation of low-quality content, thus weakening consumers' trust[16]. The rise of short video platforms has changed the values of the younger generation. On the one hand, the diversification and innovation of short video content meets the psychological needs of young people to pursue individuation and diversification. On the other hand, short video platforms are filled with a large number of exotic and vulgar content, which has a negative impact on the values and behavior of young groups.

## 4.3. Suggestions

In view of these challenges, people need to take multi-faceted measures to deal with them. First, strengthen the supervision of content. Short video platforms should strengthen the review of content, especially for young people, to avoid spreading vulgar, dangerous or leading information. Second, the government should guide rational consumption. Through education and publicity, it can help young consumers establish correct consumption concepts and avoid blindly following trends and impulsive consumption. Third, optimize the user experience. Short video platforms should focus on improving user experience, reducing information overload, and improving user satisfaction through personalized recommendations[17]. Fourth, it will be needed to strengthen social responsibility. Short video platforms need to assume social responsibilities, actively perform media supervision duties, and protect young people from the influence of negative information.

The impact of short video platforms on the behavior of young Chinese consumers is complex and profound. Although it provides convenience and fun for consumers, it also brings many challenges. Only through multi-party cooperation and the joint efforts of all sectors of society can companies and individuals effectively deal with these challenges and promote the healthy development of the short video industry.

## 5. Conclusion

The main findings of the study are that the rise of short video platforms has changed young people's consumption habits and has a great role in promoting young consumers' consumption decisions. Due to the rapid spread of short video content, users are encouraged to make consumption decisions through visual stimulation. And young consumers are more likely to consume through short video platforms. I think short video platforms should actively guide young consumers to form healthy consumption habits. While promoting consumption, it will reduce the factors that may lead young consumers to consume blindly and impulsively. Therefore, the platform can help users avoid excessive consumption by setting up consumption reminder functions and promoting rational consumption concepts.

The topic of this study focuses on a specific short video platform - TikTok, and a specific consumer group - young people, which may lead to the generality and underrepresentation of the study results. For example, the studies mentioned in the study mainly focused on platforms such as TikTok and Kuaishou, and the user groups and content characteristics of these platforms may be different, which may affect the generalization of the study results. The study data is mainly derived from publicly available literature and public data on social media platforms, which may be biased or incomplete. The data mentioned in the study relies on TikTok's online advertising data, but this data may be

limited to this platform and does not fully reflect the effectiveness of online advertising on other platforms. The technology and algorithms of short video platforms are constantly updated, which can cause research results to quickly become outdated. The data mentioned in this study is based on data analysis of the TikTok platform, but TikTok's algorithms and features may be adjusted over time and with changes in user needs, which may affect the long-term validity of the study conclusions.

Although the research on the impact of short video platforms on the behavior of young Chinese consumers has provided a wealth of theoretical and empirical support, there are still limitations in sample selection, research methods, data sources, and technological changes. Future research needs to be improved and supplemented in these aspects in order to improve the comprehensiveness and reliability of the research.

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