The Impact of Short videos on People's Consumption Habits

Hailin Fu*

Shanghai Nanyang Model Private School, Shanghai, China

*Corresponding author: LuminosityHL@outlook.com

Abstract. This article aims to analyze and summarize the changes in consumption habits caused by short video users due to the influence of short video through the literature review and the research of short video software. At the same time, the different age groups of users are affected by short videos. This article analyzes the different marketing strategies and methods of introducing products between different short video platforms. And the influencing factors of short videos and users' personal responses are studied. In addition, this paper combines short video audiences and consumers' personal factors to analyze the impact of short videos on people's consumption behavior. While focusing on the analysis of the short video platform- -TikTok, it is also compared with other platforms. At the same time, the advantages and disadvantages of short video marketing are analyzed, because of the risks brought by false propaganda.

Keywords: consumption habits; short video; regions; ages; operation pattern.

1. Introduction

With the strong development of the internet era and the deepening of the digital economy and digital technology in various fields of society, marketing methods are also changing. Compared with the traditional marketing methods in the past, internet marketing is emerging. As a network marketing method in the new era, short video marketing improves the shopping experience of consumers, enriches the product image, strengthens the personalized needs of consumers, and also improves the efficiency of marketing. In China, online platforms like Taobao and JD are rapidly pushing for the transformation of e-commerce. However, under the background of short video marketing gradually becoming normal, it still has many unstable factors.It still has a lot of instability. For example, whether the marketing method of short videos of goods will affect consumers' purchasing decisions. What are the audiences of short video marketing methods? Based on these problems, this paper makes an in-depth study of the impact of short videos on people's consumption.

2. Audience of short videos

2.1. The Concept of Short Video

The short video is also known as a short film and short voice, which is generally 15 minutes long and can be shot on various smart mobile terminals, beautified, edited, or added with special effects, and shared in real-time on online social media platforms. Short videos have the characteristics of short time and high information carrying capacity, which is more in line with people's current behavior habits of mobile phones. With the continuous expansion of smart mobile terminal users such as mobile phones, more and more people can use their fragmented time to shoot and watch short videos. The user traffic of these short videos will create huge business opportunities, so many big internet companies begin to compete with each other to develop short video platforms.

2.2. Homogeneity of All Age Groups Affected by Consumption of Short Videos

The development of technology has enabled more and more people to watch short videos through smart mobile devices such as smartphones. More and more people are starting to watch short films, different genders, different age groups, from children to young adults, middle ages to the elderly. However, the consumption impact of short videos varies slightly among different age groups. Although both young and elderly people may watch the same short video, their behavior is different

because young people have more consumption ability and demand. Under the influence of short videos, they are more likely to engage in consumption, while elderly people are not as likely as young people. For children, even after watching short videos, it is difficult for them to make purchases because they cannot consume. The main consumption force in society is composed of young and middle-aged people, who are more susceptible to the impact of short videos. However, there are still some similarities in the impact of short videos among different age groups. In the behavior of watching short videos, viewers have already gained an understanding of the product, which can lead to an information gap. In future purchases, viewers will be more likely to choose the product manufacturer they have learned from watching short videos in the past. Instead of other manufacturers who come to know for the first time because they need to purchase products, short videos are the dissemination of advertisements during viewing, which can invisibly affect people's consumption. A child may learn about advertisements for milk powder through short videos at a very young age. Although they did not need it at the time and would not purchase it to a large extent, when they grow up and form a family that needs milk powder, the milk powder products they learned through watching short videos in the past will affect their purchasing choices, which is the same for another age group. Under the traditional marketing mode, consumers' purchasing decisions will be influenced by personal factors such as personality, income, and social factors such as cultural values[1]. However, in internet environment, consumers gathered on the Internet have a high degree of convergence, which makes the role of personal factors and social factors less obvious, and the broadcasting platform media such as short video transmission is more important[2].

2.3. The Difference in Consumption Impact of Short Videos on People in Different Regions

In addition to the different age groups, different regions can also vary in the consumption impact of people watching short videos. differences in the regions can also lead to changes in the weather. The same short video about the down jacket would be very different in Hawaii and Norway.This is precisely because of the weather caused by it, warm and hot Hawaii does not need a down jacket,.While in northern European Norway, where the weather is usually cold. There will be greater demand for down jackets, what different regions are different needs of people. Although there are some goods that people will need. But different regions can change their importance, For example, products such as flour are essential but also have alternatives. The degree of demand is also different in different regions. For example, in northeast China, there are different flour substitutes like sorghum, corn, rice, and so on, so the demand may not be so high. But in Shanghai, for example, the demand for flour increases in such imported cities.

2.4. The Difference in Consumption Impact Caused by the Operation Mode of Different Short Video Platforms

In the current Internet world, more and more short video platforms are emerging. In China, such as TikTok and Kuaishou, there are very large short video software, semi-short video platforms such as Bilibili, and short video platforms such as YouTube, Facebook, and Instagram in foreign countries. And their different business models will also lead to different people's consumption. Such as TikTok, TikTok is China's largest short video platform, according to the official statistics of about 809 million, and the operation mode of the goods has a lot of classification, usually by the host live with goods, merchants through discount coupons encourage audience consumption, etc. Relative to quick platform, TikTok’s preferential policies are bigger. People can get more products, in recent years also began to Europe and the United States and other foreign countries. Bilibili is the main user group of young people and secondary yuan culture, subculture lovers, so the platform operates more to subculture goods, for example, the role of hand models, peripheral products, etc. This kind of commodity price is higher, but under the demand of the main user group, still have a good income. As a short video software, Bilibili is not more business development in a short video and marketing. This makes it very different from TikTok. Kuaishou's short video site because it's not a platform that relies on short videos to make money. Through information media such as text and video, and then

promote the improvement of marketing effect through the differentiated process of bringing goods [3].

3. Consumption status of short video platforms

3.1. Types of Anchors Carrying Goods

Due to the different needs of people, different products will be sold on the short video platform. The main method of selling the short video platform is to bring goods with anchors. Take Tiktok for example. In Tiktok, anchors usually bring goods with anchors into two types, one is pure goods, the other is indirect goods. The pure sales type, where the job of the anchor is to receive and promote products, usually has some advantages, such as professionalism and company support. Generally speaking, the sales and publicity departments of the company establish their accounts on short video platforms to promote products and hire anchors or employees to become anchors to carry out sales. The second type is indirect sales, which are generally not employees of the company. Generally speaking, network anchors are the groups that receive attention on the mobile Internet because of the continuous display of certain characteristics and talents [4].They usually have many fans on short video platforms. Relying on their systematic marketing model and huge audience groups, they will gradually produce brands and create a new industrial chain [5]. When they have a large number of fans and can create a lot of traffic, some companies' promotional departments will find them and hope that they can promote the product. Therefore, compared with the physical marketing scene, the content pushed through the short video platform will be more diversified and three-dimensional, and it is more likely to be accepted by the potential users of the platform [6]. In the system of the web celebrity economy, not all live streaming can bring considerable profits. Only those network stars who are good at attracting traffic, and know how to systematically generate revenue and marketing, can achieve success in live broadcast marketing. In which the presence of a significant Matthew effect[7] . For example, a game anchor may be commissioned to promote a new computer developed by a company, The advantage it has is huge traffic. Small companies usually open their accounts and promote themselves, while large companies tend to find broadcasters or users with a large fan base to promote, because their accounts may not have such a large fan base, which makes their dissemination scope very small. Generally, they focus on the users of these companies, which are also the users of those companies. So in fact, the effectiveness of promotion is very low. If users with a large fan base are allowed to promote the brand, more new users will learn about it and may use it in the future. This is how short video promotion has a consumer impact on people.

3.2. Types of Discount Consumption

Different from traditional marketing, the multiplier effect brought by the product line promotion is more obvious [8]. To get more people to consume, businesses generally use some preferential policies to encourage consumption, Such as a discount, membership cards, Gifts, and so on. It depends on the goods purchased, for instance, like businesses selling agricultural produce. In such businesses, there are so many consumption policies that can be adopted. For example, selling rice, you can discount the price of the rice. It can also be done by asking buyers to buy a membership card, further lowering prices and improving rice quality. At the same time, you can also take the "buy a bag of rice to send a bag of rice".Such a policy, is for models like selling characters, doing peripheral products and so on. Because such products are usually more expensive. So it's not a buy-one-get-one policy, They are more likely to choose a membership card or a discount, etc. In the market is generally between 10 to 60 percent off and for the sellers of luxury goods.The discount policy will become stringent, Generally, only buying membership cards and other preferential policies allow buyers to buy goods at a discount.

To get more people to consume, businesses generally use some preferential policies to encourage consumption, such as a discount, membership cards, Gifts, and so on. It depends on the goods purchased. It can also be done by asking buyers to buy a membership card, further lowering prices

and improving rice quality. Because such products are usually more expensive, it's not a buy-one-get-one policy. Consumers are more likely to choose a membership card or a discount, etc. In the market is generally between 10 to 60 percent off.The discount policy will become stringent. Generally, only after buying membership cards and other preferential policies, to allow buyers to buy goods at a discount.

3.3. Other Benefits

Sometimes, short video platforms also bring some benefits to buyers and suppliers. For example, on Tiktok, when people complete a purchase, the seller will give the platform some subsidies. Such quotations are usually made directly, but the amount is usually small.

4. Advantages and disadvantages of consumption based on short video form

4.1. Differences Between Short Video and Traditional Product Promotion

Short videos are an emerging form of publicity in the last decade. It is also a way of publicity created with the development of society. Relative to traditional consumption, the biggest difference between the two is that the advent of short videos makes purchases even further across the distance limit.

4.2. Short Video has the Advantages and Disadvantages Brought by the Commercialization of Consumer Goods

In the past century, people generally went to the field to consume. But distance reduces people's desire to consume. Short video, as a new way of publicity. It can let people directly understand the appearance of the product, etc., and the short film fills the information gap. Short videos allow consumers to understand the product more quickly and comprehensively. But at the same time, people knowing too much about the goods may also cause them to refuse to buy. Because when people know too much, they may be more hesitant to buy. This defeats the original purpose of short videos to increase people's desire to buy.

4.3. Uncontrollable Factors: Risk Consumption and False Publicity of Short Videos

According to a survey conducted by the Social Research Center of China Youth Daily, 73.7% of respondents have watched vulgar and inferior short videos [9]. Short video as a new means of publicity, there are many uncontrollable factors. First, although short videos have crossed the distance limit, consumers cannot reach the product. This will lead to risk consumption. The reason for this phenomenon is, to a large extent, caused by false publicity. Merchants can let people know the nature of the product through short videos. In order to get people to buy products, they may add a lot of false information in short videos to stimulate viewers to buy. According to media reports, a large number of videos of fake and shoddy products exposed by CCTV and other media are still publicly disseminated on the TikTok platform [10].

5. Conclusions

Based on the above factors and judgments, the short video has now caused a huge impact on people's consumption habits. In the future, this impact will continue to increase. This is caused by the general trend of progress in the internet information age. The powerful propaganda effect brought by the short video has greatly enhanced its economic development. In the future, short videos will face more problems, such as the crisis of trust, the false propaganda brought by virtual synthetic goods, etc. Once these crises are overcome, then short videos will have a very effective positive impact.

Reference

[1] Jiao Yuanyuan, Li Zhihui, Fu Shihui, etc. Product information, preset peer response and purchase intention — based on social network scenario. Management Science, 2020, 1: 100-113.

[2] Wang Xuhui, Nie Keyu, Chen Rong. "Explain behavior" or "explain reaction"? What online reviews are more useful — Based on the type of online comments on consumer purchase decisions and boundary conditions . Nankai Management Review, 2017, 4: 27-37.

[3] Zhou Yanfeng, Zhang Ting, and Chen Shaona. Analysis of web celebrity social media communication and consumer emotional tendency — Take the web celebrity brand "Xi Tea" as an example . Business Economy and Management, 2018, 4: 70-80.

[4] KRISTOPHER F,RYAN F,SAAD A,et al.How online product reviews affect retail sales:a meta-analysis. Journal of retailing, 2014, 6: 53-71.

[5] Che Siyu, Sheng Guanghua, Lin Zhengnan. Research on the influence of "brand- -web celebrity blogger" on consumer brand attitude . Soft Science, 2019, 5: 135-139.

[6] Liu Pingcheng, Shi Yongdong. The influence mechanism of live broadcast with cargo marketing mode on consumer purchase decision . China's circulation economy, 2020, 34(10): 38-47.

[7] Xi Luyang, Cheng Ming. On web celebrity economy and its development path — Based on the dual perspective of communication logic and business logic. Enterprise Economy, 2017, 12: 102-108.

[8] Liu Fengjun, Meng Lu, Chen Siyun, et al. Research on the influence of web celebrity live broadcast on consumers' purchase willingness and its mechanism. Journal of Management, 2020, 1: 94-104.

[9] Wu Xinyu. Dazzling wealth plagiarism fake marketing, short video chaos in the "critical hit" an old one small. China Youth Daily, 2023-07-seventeen (003).

[10] Zhao Yuwen. TikTok Ethical anomie and regulation of short video content communication. Media, 2020, 1: 52-54.