

Exploring How Short Video Marketing Strategies Influence Female College Students' Consumer Preferences

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Abstract. With the rapid development of the internet, short video platforms have become an important battleground for marketing in the new era due to their unique charm and broad audience base. Female college students, as a significant part of short video users, have consumption patterns and preferences that directly affect short video marketing strategies. In this consumer market, female college students have strong consumption potential, and their consumer behavior is becoming increasingly diverse and personalized. Short video marketing, with its precise targeting and rich expressive forms, captures the attention of more female students, ultimately influencing their consumption decisions. Therefore, in the context of the continuous development of short video marketing, enterprises need to innovate their marketing models, leveraging the influence and communication advantages of various online media, such as the internet, Weibo, and WeChat platforms, to promote rapid information dissemination in the marketing process. At the same time, they should be mindful of the negative impacts of short video marketing and make improvements in future developments, guiding female college students to develop correct consumption concepts.

Keywords: Short video marketing, Female college students, Consumer preferences.

1. Characteristics of Female College Students' Consumer Behavior under Short Video Marketing

1.1. Fashion-Oriented

In the digital era, short video marketing has quickly gained attention from contemporary college students, particularly in the consumer domain of female students^[1-2]. At this stage, college students are in a transitional period, mentally halfway between adolescence and adulthood, and their consumption concepts are not fully mature. Many students, especially those born after 2000, pursue trends and individuality, with a strong preference for buying distinctive products. Short video marketing taps into this pursuit of individuality, constantly innovating and designing products that meet the psychological needs of female students, prompting them to invest time and money in purchases. This satisfies their consumption needs while catering to their desire for personalization, fueling their purchasing desires and shaping their consumer behavior and concepts.

1.2. Uniqueness

In today's increasingly globalized world, Western culture has significantly impacted traditional Chinese values. In this context, college students, particularly female students, are inevitably influenced by fashion trends. Many female students habitually view fashion as a form of self-expression, sometimes even a primary driver of consumption. This blind pursuit of fashion reflects their immaturity in consumer values. The internet itself is a fashion trend, integrating various fresh and trendy elements. As a rising star in online marketing, short video marketing emphasizes these fashion features, attracting a massive consumer base and further skewing students' consumption behaviors toward online marketing.

1.3. Comparative Nature

Female students born after 2000 often grow up in relatively affluent environments, many as only children, receiving a great deal of attention from their families. This creates a tendency toward

comparison in the university environment. Combined with immature consumption psychology, this comparative mindset is amplified. Short video marketing, with its vivid, direct, and easily shareable nature, quickly became popular among female college students. Merchants promote products that generate a strong response on campus, encouraging students to engage in comparison and prompting them to make excessive purchases. Merchants capitalize on this psychology, effectively using product comparisons to promote their goods^[3-4]. This phenomenon leads to blind purchasing, with female students thinking, "I must have it too," resulting in impulsive, trend-following consumption that negatively impacts their consumer behavior and values.

1.4. Emotional Consumption

In the fast-paced, high-pressure modern world, emotional management has become an important part of daily life. Female college students, in particular, are at the cusp of adolescence and adulthood, prone to mood swings and easily influenced by their surroundings. Emotional consumption has become a significant feature of female students' consumer behavior. Short video marketing caters to this need for emotional consumption, further driving its development. Emotional consumption among female students is also characterized by continuity; if a merchant offers excellent service, high-quality products, and fast delivery, students are likely to feel satisfied and engage in repeat purchases, even recommending products to friends. This emotional consumption can spread quickly through peer sharing, with merchants taking advantage of these networks to offer special services. This type of emotional, impulsive consumption can influence students' values and mindset.

1.5. Interest-Driven

In today's diverse and personalized society, female college students, as young, vibrant individuals who seek self-expression, are deeply influenced by their personal interests when making purchases. The rise of short video marketing has made this trend more apparent. Female students choose products and consumption modes based on their interests and habits, creating consumption patterns that are guided by their personal preferences. Short video marketing satisfies this demand by offering a wide range of products, providing ample choices that cater to students' psychological needs, making the shopping experience more engaging and satisfying.

2. The Influence of Short Video Marketing on Female College Students' Consumer Preferences

2.1. Expanding Consumption Channels

Modern lifestyles are fast-paced, and people are unwilling to spend excessive time on traditional shopping activities. Online shopping can be completed within minutes, with streamers introducing products at a rapid pace to maintain consumer interest^[5-7]. If consumers have any questions about the products, streamers act as live customer service representatives, responding quickly to alleviate consumer concerns. This opens up new opportunities for short video marketing and makes it a primary consumption channel for students, offering convenience and an engaging shopping experience. Compared to traditional shopping, short video marketing provides more intuitive and vivid product displays, allowing female college students to quickly understand product features and benefits. The wide variety of products available on short video platforms—ranging from clothing and cosmetics to home goods and digital devices—provides female students with more diverse choices (Figure 1). This convenient, fun, and time-saving shopping experience enriches their consumption channels.

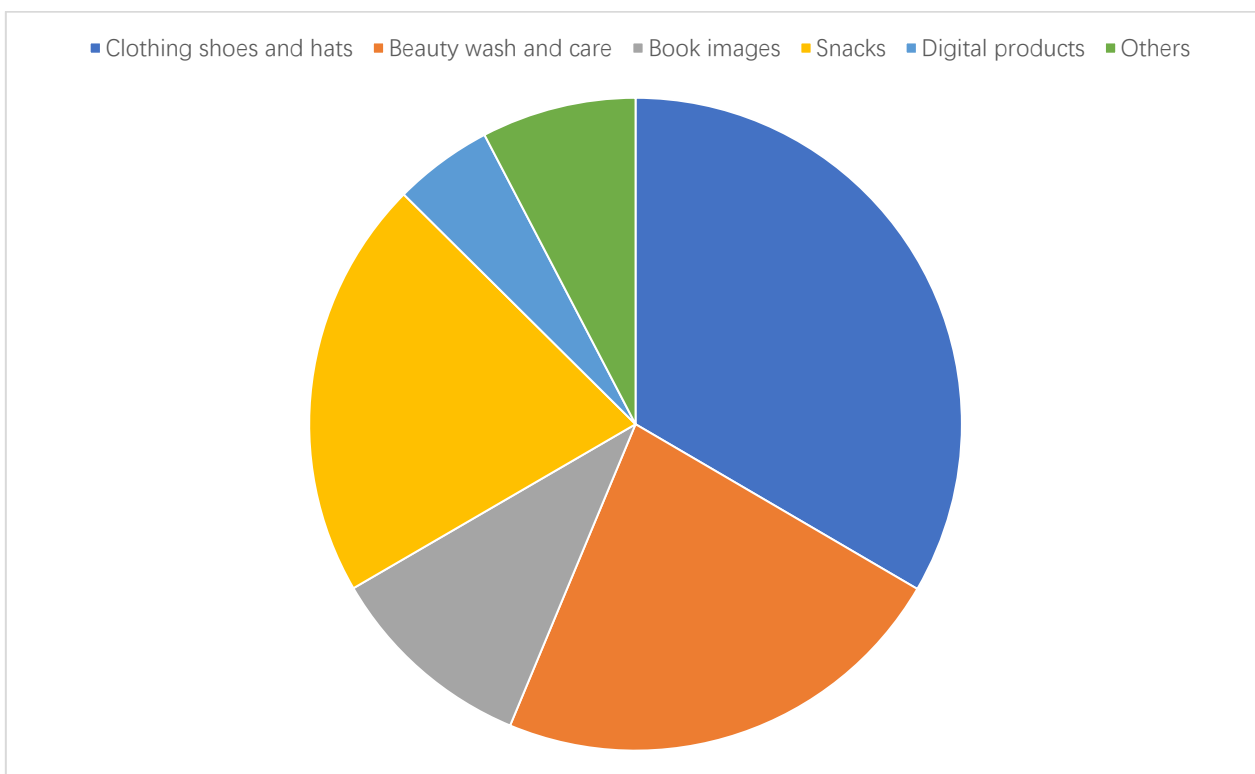


Figure 1. Types of main purchases

2.2. Meeting Consumption Needs

As short video marketing continues to gain traction, the scope and depth of sales have expanded, offering a greater variety of products. This trend has profoundly impacted female college students' consumption behavior. Modern female students prefer online shopping, where they can purchase a wide range of products through live streaming. Short video marketing satisfies both their daily needs and their desire for personalized, high-end consumption^[8-9]. It also offers rich and diverse shopping scenarios, such as special sessions for snacks, clothing, or cosmetics, enriching the consumer experience and catering to diverse preferences.

2.3. Encouraging Advanced Consumption

With rising societal affluence, college students have developed strong material desires, often pursuing high-consumption experiences, as shown in Figure 2. Some even purchase expensive items that are not in line with their student status. The convenience of payment methods in short video marketing has gradually fostered a habit of advanced consumption^[10]. Many female college students now rely on short video platforms for shopping, with a variety of payment methods available, such as WeChat Pay, Alipay, and bank card payments.

As technology and the financial sector have evolved, most payment platforms have introduced credit functions, offering overdraft services for students who have no regular income. This enables students to engage in advanced consumption. Some female students, driven by comparison and vanity, may purchase high-end brands to fulfill personal desires, despite their income being dependent on their parents. This can result in financial strain for their families^[11]. The desire for advanced consumption, if excessive, may lead to repayment problems, impacting the students' daily life and academic focus.

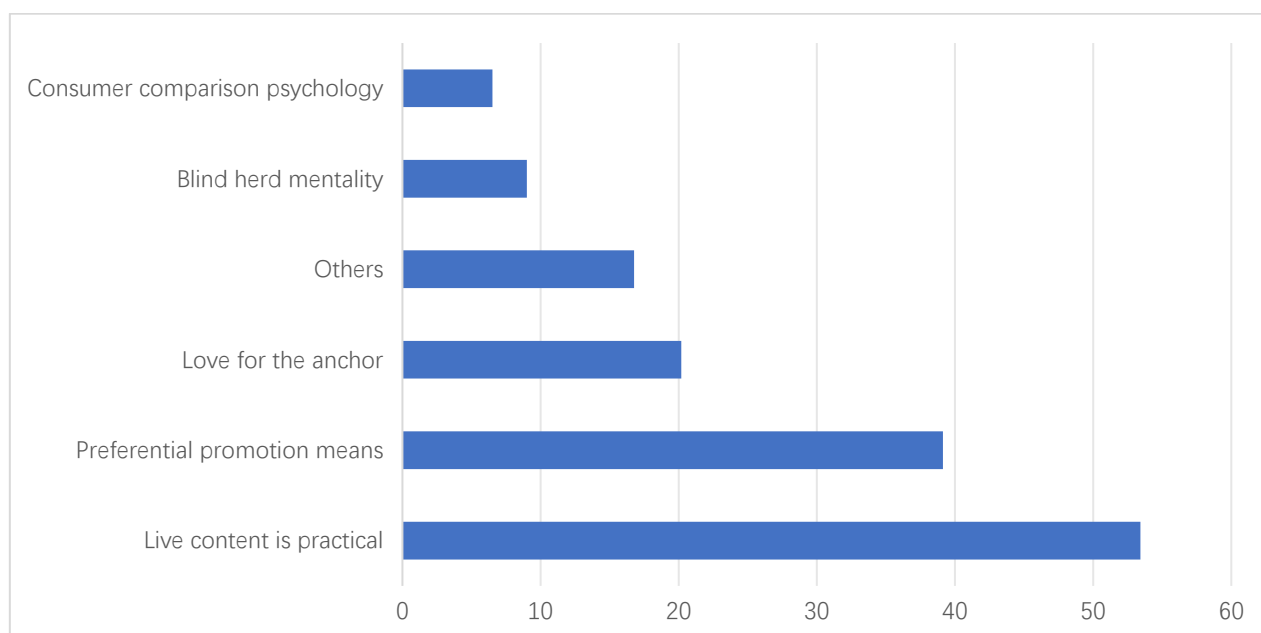


Figure 2. Causes of consumption behavior

3. Strategies to Guide Female College Students Towards Healthy Consumption Behaviors

3.1. Encouraging Students to Critically Reflect on Their Consumption Behavior

With the rapid development of technology and the internet, e-commerce platforms like Taobao, Douyin, JD.com, Kuaishou, Dangdang, and Mogujie have all launched live-streaming marketing modes. These platforms meet students' desires for convenience, speed, fashion, and trends, aligning with their pursuit of novelty in consumption. College students, being receptive to new things, are often subtly influenced by live-streaming influencers and short video marketing, which can shape their consumption concepts. The abundance of choices in these platforms can be overwhelming, leading students to impulsive purchases under the influence of promotions and influencers.

As the future leaders of society, college students must be guided towards responsible consumption. They need to regularly reflect on their online consumption behaviors, considering whether they are driven by the pursuit of fashion, peer pressure, or emotional impulses. Students should be encouraged to consciously resist the temptations of online shopping, cultivate rational consumption habits, and overcome the psychological tendency to compare themselves with others.

3.2. Integrating Consumption Education into University Ideological and Political Education

Female college students' obsession with online shopping and their irrational consumption behaviors, including peer pressure and impulsive buying, highlight the need for education. Universities play a crucial role in shaping students' political and ideological views. Besides delivering theoretical content on consumer values in the classroom, universities must integrate consumption education into daily ideological and political work. This will help students cultivate a correct understanding of consumer behavior, making wise consumption choices, and developing sound value judgments.

Traditionally, ideological and political education refers to educational activities that subtly influence people's thinking, guiding their development through daily life, work, and studies. The integration of theory with daily education enhances the effectiveness of this work^[12]. Therefore, university counselors and teachers should take full advantage of their role as guides, utilizing daily

interactions to help students maintain rationality when making online purchases and to foster the development of responsible consumption values.

3.3. Creating a Positive Environment for Short Video Marketing

With the rapid growth of the digital economy, short video marketing has become an important part of modern business, providing convenience and entertainment for a broad audience. However, it also faces challenges. Due to the varying quality of participants in short video marketing, some streamers, in pursuit of traffic, resort to inappropriate behavior and speech, spreading unhealthy values. This can negatively influence college students.

To create a positive environment for short video marketing, relevant authorities and platforms should establish regulations and provide guidance. A systematic regulatory framework for live streaming should be developed to foster a harmonious, green online environment. Supervision must be reinforced, and a variety of oversight mechanisms should be implemented. Institutions should focus on creating a healthy, positive value system for online streaming, guiding it onto a more constructive path.

3.4. Strengthening Mental Health Education for Students

Online shopping provides convenience for college students and serves as a way to release stress. Boredom, the desire for attention and approval, and feelings of uncertainty about their social standing can all drive students to excessive online shopping. Both universities and families share the responsibility for guiding students towards healthy psychological development and providing positive influence.

To help students develop healthy consumption habits, it is important to first establish a strong foundation in mental health education. As shown in Table 1, analyzing students' underlying negative psychological tendencies and offering corresponding solutions is critical^[13]. Universities can offer a range of mental health resources, including educational lectures, counseling centers, and tailored mental health plans to promote psychological well-being. Female students, in particular, may exhibit stronger consumer desires than their male counterparts, so mental health education should be adjusted based on gender differences and the broader social environment to lay a solid foundation for rational consumption behaviors.

Table 1. Ways of carrying out mental health education

Way	Meaning
Popularize mental health knowledge	Help students recognize and understand the importance of mental health, improve self-awareness
Establish a psychological counseling room	Provide safe and private space for students to talk, and solve psychological problems in time
Conduct mental health education lectures	Enhance students' mental health awareness and improve their ability to deal with pressure and challenges
Develop a mental health study program	Personalized mental health learning paths are provided according to the needs of different students
Improve the mental health education system	To ensure that mental health education is systematic and continuous, and to provide support for students' long-term growth

4. Conclusion

Under the influence of short video marketing, some female college students exhibit impulsive and excessive consumption behaviors, while the security of online transactions may not always be fully guaranteed. Students must cultivate rational consumption habits and learn to manage their finances wisely^[14]. Universities should place greater emphasis on students' consumption patterns by integrating lessons on responsible consumption into ideological and political education. Regular

lectures, seminars, and debates on consumption themes should be held to intervene in and guide inappropriate consumption behaviors.

Additionally, the government and relevant authorities should work to improve the laws and regulations related to short video platforms, strengthen supervision, and enhance mechanisms for protecting consumers' rights. By promoting healthy consumption values through a collaborative effort, the consumption behaviors of college students can be guided towards a more rational, healthy direction.

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