

Influence of Short Video Usage Habits on Consuming Behavior of Chinese College Students - Taking Douyin as an Example

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Abstract: As one of the most popular short video platforms in China, Douyin is mainly used by college students, so it is important to study the usage habits of them. In recent years, short video has integrated with e-commerce and precise recommendation of big data. Advertising and live streaming can promote users' online consumption, making college students become important consumers on Douyin. Exploring the relationship between college students' usage habits of Douyin and consumption behavior can provide certain guidance for college students' consumption on short video platforms and provide suggestions for enterprises' advertising.

Keywords: Douyin; consumption; college students; usage habits; advertising

1. Introduction

The 51st Statistical Report on the Development of the Internet in China shows that, in June, 2022, the number of short videos played on Douyin rose 44 percent year on year. Users consume goods through content consumption, and the gross merchandise volume brought by short videos increased by 161% year-on-year^[1].

According to the 2020 Douyin College Students Data Report, as of December 31, 2020, the number of college students in Douyin has exceeded 26 million, accounting for nearly 80% of the total number of college students in China^[2].

These data show the strong development momentum of short video marketing in China. College students, as the main users of short video platforms, are also the main group of online consumption. Therefore, by exploring their usage habits and purchasing behaviors on Douyin, we can understand their consumer psychology and behavior, so as to provide some suggestions for short video consumption and advertisers in China.

2. Literature Review

Zeng Jun and Ling Peizhi found that short video advertisements had certain influences on college students' purchase intention, purchase category, purchase preference and product trust^[3]. In addition, Ma Liting and Wu Haodi emphasized the significant influence of content authenticity, originality, practicality and social interaction, and pointed out that consumers' emotional attachment played an intermediary role.

Influence of TikTok Video Advertisements on Generation Z's Behavior and Purchase Intention demonstrates that the dimensions of emotion, entertainment and information have significant effects on consumer behavior. However, this research didn't screen for educational attainment and was based on the social background of the Philippines, which is completely different from that in China.

In China, only Wang Ziyue conducted a study on the consumption preference of female college students on Douyin beauty makeup short videos and concluded that the marketing of cosmetics, clothing and other consumer products was popular among females.

Instead of only focusing on marketing strategies of e-commerce, this study will take college students as research objects, starting from their Douyin usage habits, to study the relationship between usage habits and consumption on Douyin.

3. Questions Raising and Research Hypotheses

Compared with male college students, female college students are more willing to spend money on personal image management, endorsement brands and so on.

Hypothesis 1 was proposed: Female college students' consumption power on Douyin is stronger than that of male college students.

If college students spend more time browsing short videos on Douyin, it means that they are exposed to more advertisements, especial-

ly the advertisements they may be interested in. Their consumption behavior and frequency may increase, thus spending more money.

This paper purposed hypothesis 2: There is a significant positive correlation between the daily usage time of Douyin and monthly consumption amount of college students on Douyin.

4. Research Method

4.1 Quantitative Research

4.1.1 Survey Tools

The study conducted a random questionnaire survey among Chinese college students from different regions in China. Likert scales were used in parts two and three. “1” represents “never” and “5” represents “always”. The study used SPSS26.0 statistical analysis software to process and analyze the data.

4.1.2 Object of study

A total of 255 questionnaire results were collected, among which 40 people never use Douyin, 10 people never see advertisements on Douyin, and 32 people never buy products on Douyin. Therefore, there were 173 valid questionnaire results on purchase behaviors, including 97 males (56.1%) and 76 females (43.9%).

4.1.3 Data Analysis and Discussion

Hypothesis 1: Female college students’ consumption power on Douyin is stronger than that of male college students.

In this hypothesis, consumption power is shown mainly by the amount and frequency of consumption.

Independent sample t test was used to determine the influence of college students’ gender on their consumption power of Douyin. The results showed that the consumption frequency of female students within 1-100 yuan is higher than that of male college students. Further comparison of the mean value shows that the consumption frequency of male students with consumption amount of 101-500 yuan and 501 yuan or above is higher than that of female college students. In conclusion, hypothesis 1 is not true.

Table 2 Monthly consumption amount of male and female college students

Consumption amount	Males	Females	T	P-value
1-100yuan	2.29±0.79	2.99±1.04	-5.021	0.001
101-500yuan	3.45±0.96	2.49±1.27	5.708	0.001
501yuan and above	2.16±0.85	1.75±0.98	2.977	0.003

Hypothesis 2: There is a significant positive correlation between the daily usage time of Douyin and monthly consumption amount of college students on Douyin.

Pearson correlation analysis was conducted to investigate the relationship between daily usage time of Douyin and monthly consumption amount of college students on Douyin.

The data results show that: the daily usage time of Douyin less than 1 hour is significantly positively correlated with the monthly consumption amount of 1-100 yuan on Douyin ($r=0.226$, $p<0.01$); The daily usage time of 3-5 hours of Douyin is significantly negatively correlated with the monthly consumption amount of 1-100 yuan on Douyin ($r=-0.332$, $p<0.01$); The daily usage time of 3-5 hours of Douyin is significantly positively correlated with the monthly consumption amount of 101-500 yuan on Douyin ($r=0.538$, $p<0.01$). Therefore, hypothesis two is true.

Table 3 Monthly consumption amount and daily usage time of Douyin

	within 1 hour	1-3 hours	3-5 hours	more than 5 hours	1-100 yuan	101-500 yuan	more than 501 yuan
within 1 hour	1						
1-3 hours	-.318**	1					
3-5 hours	-.366**	.392**	1				
more than 5 hours	0.067	-0.095	.162*	1			
1-100 yuan	.226**	-0.104	-.332**	0.071	1		
101-500 yuan	-.304**	.261**	.538**	0.098	-.294**	1	
more than 501 yuan	.155*	-0.038	0.121	.426**	0.095	.281**	1

Note: ** P < 0.01, *P < 0.05

4.2 Qualitative Research

As a supplement to quantitative research, this research concludes interviews of four Chinese college students (2 males, 2 females) and summarized the results of their interviews.

4.2.1 College students' consumption on Douyin is influenced by social intimacy.

Some college students consider Douyin as a relatively private space, forming an intimate community to share videos with relatives and friends. They can express their attitudes towards video content through comments, likes and reposts. Goods that have been interacted with close friends are more likely to be traded. Gifts bought on Douyin for friends have functions to maintain the affection between friends.

“If my friend thinks the product is good for me, such as a skin care product to treat acne, I may just order it without hesitation. But if the friend is a brand marketer and recommends the item for profit, I will not buy it.” (Interviewee 1)

“I often tweet a few friends below videos of funny products with jokes ‘Buy it for me’. My friends will sometimes actually order me some of these cheap playful items.” (Interviewee 2)

4.2.2 Taobao is still the main consumption platform for college students, showing great differentiation from Douyin consumption.

Taobao is an online shopping platform in China specifically for shopping needs, and its main function is to search and display goods. While Douyin is a diversified short video platform supplemented by online shopping.

Young generation pay attention to entertainment in the consumption process, and prefer soft ads with story lines. With the development of Internet technology, advertisements are connected with short videos through precise recommendation, making viewers inevitably see live streaming and ads in the process of sliding down the screen.

“I use Taobao to check prices and compare products. I mainly use it to buy inexpensive necessities that are not in urgent need.” (Interviewee 3)

“The page of Douyin live streaming is naturally interwoven between videos, which is convenient and natural operating. If there is something interesting or a big discount, I will go in to watch and buy the products. However, Taobao’s live streaming and commodity page are separated, so I will not deliberately click into the livestreaming. Therefore, shopping on Taobao is often a search with a purpose, while Douyin is more random shopping.” (Interviewee 4)

5. Conclusion

Combining quantitative research and qualitative research, this study conducted a basic research on the usage habits and consumption behaviors of Chinese college students on Douyin through two hypotheses and four interviews. The findings of the paper are: male college

students' consumption power of Douyin is stronger than that of female college students; the longer college students use Douyin, the more exposed they will be to advertisements.

The online consumption of most college students on Douyin is characterized by social interaction. This consumer psychology and behavior puts higher demands on advertisers, and it is a difficult problem to create ads that attract viewers and get them to place orders quickly. This paper suggests that enterprises increase the investment in innovative short video advertising and take high-quality products as a stable growth point.

With its entertainment characteristics, Douyin has formed a core competitiveness completely different from that of traditional e-commerce platform Taobao. Bloggers and enterprises need to think about the continuous progress of technology to produce soft advertising in line with consumers' taste.

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