

Investigate the Impact of Short Video on Young Consumers' Purchasing Behavior in Taipei Through Experiment, Implications for Marketers

Nguyen Thi Phi Nga

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Abstract

In the age of increasingly developed technology, buying through short videos on social networking sites is no longer a new thing. The trend of selling through short videos is increasingly expanding, but not everyone achieves sales efficiency because they do not understand the purchase behavior of consumers through short videos. This study focused on evaluating the impact of short videos on consumer purchasing behavior in Taipei. The data was collected from 200 people including students and workers aged 18-35 living and working in Taipei. After analyzing and processing the data using SPSS software, the study identified video content, celebrity influence, product information, and perceived value that influenced consumers' short video purchase behavior. These results can provide important management implications for businesses and sellers in building marketing strategies that use short videos to increase influence and drive consumer purchasing decisions.

Key words: *short video, video content, product information, perceived value, celebrities influence, viewer interaction.*

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List of abbreviations

Abbreviation	Write in full
ANOVA	Analysis of Variance
EFA	Exploratory Factor Analysis
GVM	Gross merchandise value
KMO	Kaiser-Meyer-Olkin
KOC	Key Opinion Consumer
KOL	Key opinion leader
MMO	Make Money Online
SPSS	Statistical Package for the Social Sciences
TMDT	Thương mại điện tử
USD	United States dollar

Chapter 1: Introduction

1.1. Reason for choosing the topic

One of the most popular and widely chosen methods for sellers to promote their products is through video messages. Statistics show that videos are preferred by viewers 48% more than other formats, and according to a study by Colormatics, 72% of people prefer videos over text when learning about a new product or service. However, the rapid growth of the internet has led to an overwhelming amount of information online, making content increasingly saturated and causing viewers to experience information overload, which significantly reduces the ability to capture attention. Researchers have also pointed out that human attention span has decreased from 12 seconds to 8.5 seconds. Along with the emergence of popular social media platforms such as TikTok, YouTube Shorts, and Instagram Reels, this explains why short videos have become so "hot."

According to Sprout Social, 66% of consumers believe that short videos became the most engaging form of communication in 2022, a significant increase from the 50% recorded in the previous two years.

Applying this in marketing for sellers, it is easy to understand why short videos have become familiar to businesses when promoting products. Statistics show that 49% of videos used for advertising are under 1 minute long, which not only optimizes production costs for businesses but also delivers extraordinary value.

Based on the above reality, short videos have a powerful impact on consumers and are an optimal tool for businesses if they know how to leverage this platform to maximize revenue and profit. On the contrary, it can also be a major shortcoming for businesses that fail to grasp the trend of consumer preference for short videos. Wrong decisions in advertising can lead to significant losses in both costs and efforts for the company. Therefore, the author has chosen the topic "The impact of short videos on the buying behavior of young consumers in Taipei" as the subject of her research.

1.2. Research objectives

1.2.1. General objective

To identify and measure the impact of factors on buying behavior through the influence of short-videos, in order to propose some suggestions for improving sales effectiveness through short-videos.

1.2.2. Specific objectives

- To identify the factors influencing the impact of short videos on the buying behavior of young consumers in Taipei.
- To analyze the extent of the impact of factors on buying behavior, and measure changes in attitudes towards products before and after watching short videos by young consumers in Taipei.
- To propose some suggestions for enhancing business effectiveness through short-duration videos based on the research findings.

1.3. Research subjects and scope

The research subject of the study is short video and the buying behavior of young customers in Taipei.

The survey participants for this study are individuals aged 18 to 35 who are living, studying, and working in Taipei. Individuals aged 18 and older are those who have the ability to work and have personal income to invest in personal purchases such as clothes, books, and essential goods, as well as for their families.

The author focuses the research within the scope of Taipei City. The research will be conducted from January 2025 to June 2025.

The product selected for experimentation and survey in this research is Downy fabric spray. The author chooses this product because it is relatively unknown to consumers, so the experimental and survey results will be objective. The product is also affordable for young customers with limited incomes.

1.4. Research questions

To conduct this research, the author should answer the following questions:

Which factors influence the buying behavior through short videos of young consumers in Taipei (which factors have the strongest, weakest impact, etc.)?

Is there a difference in buying behavior through short videos among different groups of consumers? How can the research findings be applied?

1.5. New contributions of the topic.

Upon completing the research, the researcher expects to make the following contributions:

- Systematize previous studies related to the research topic.
- Develop a model based on Philip Kotler's "Buying Decision Process" adapted to the specific context of Asia.

- Discover theories regarding the impact of short videos on buying behavior.
- Construct a research model including factors affecting the buying behavior of young consumers in Taipei through the influence of short videos and assess the impact of these factors.
- Obtain accurate and reliable research results by applying a research method rarely used by other authors, namely quantitative research combined with experimentation.
- Propose marketing management implications based on the research findings.

1.6. Structure of the study

In addition to the introduction and conclusion, the research is structured into 5 chapters:

Chapter 1: Introduction

Chapter 2: Theoretical foundation and research model

Chapter 3: Research methodology

Chapter 4: Analysis of research results

Chapter 5: Conclusion and marketing implications

Summary of chapter 1

Chapter 1 presents the reasons why the author chose the topic "The impact of short videos on the buying behavior of young consumers in Taipei" and outlines the research subjects, research scope, research questions, and the structure of the study. Building on the overview presented in Chapter 1, Chapter 2 will discuss the theoretical basis and the research model.

Chapter 2: Theoretical foundation and research model

2.1. Basic concepts

2.1.1. Concept of consumer

"Consumers" can be an individual, a group of people, or a household who purchase and consume products or services to satisfy personal needs and desires. They are the final users of the product in the production process. Another definition of "consumer" is the target group that all businesses aim to understand and analyze in order to make informed decisions about production and sales methods.

Understanding their consumers is considered a crucial step in determining the success of a product. Businesses often need to carefully analyze trends, behaviors, and characteristics of the target customer group in order to devise appropriate communication and promotional strategies (Dao TM, 2011).

2.1.2. Consumer Behavior

Consumer behavior is defined as the activities that individuals undertake when they collect, use, or dispose of a product or service. To effectively develop strategies that influence consumers, advertisers must understand why customers purchase a particular product or brand. This means studying the reasons behind people's buying decisions (Blackwell et al., 2000).

Blackwell's research team also identified key activities in consumer purchasing behavior, including collecting, using, and disposing of products.

Collection refers to the activities that lead to purchasing or acquiring a product. One of the activities involved in collection includes searching for information about functions, brands, evaluating alternative products, or assessing brand reputation.

Consumption answers the question of where, how, when, and under what circumstances consumers use the product. Does the product provide a positive or negative experience for the customer?

The concept of "**product deletion**" by Blackwell refers to the discontinuation of production and consumption of a product after determining that it is no longer profitable or fails to meet market demand. Blackwell argues that product deletion is part of product portfolio management, and this decision should be based on factors such as declining revenue, high production costs, or shifts in consumer trends.

The product deletion process can be carried out in one of three ways:

(1) Complete elimination;

- (2) Discontinuing production but continuing sales;
- (3) Transferring production rights.

2.1.3. Consumer buying behavior model

By Philip Kotler, consumers' buying decision process consist of the 5 following stages:

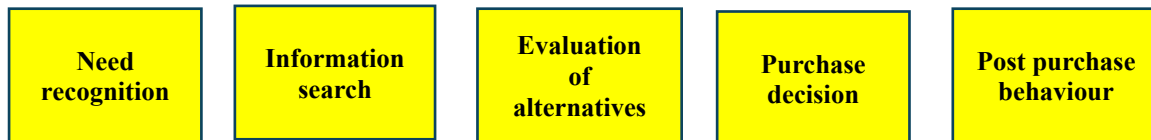


Diagram 1: Buying decision process of consumers

(Source: Kotler, 2007)

The first stage: Need recognition/Problem awareness.

This is when consumers realize that they have an unmet need or encounter a problem that requires a solution. The following are factors that influence this stage:

(1) Perception of need:

- **Natural needs:** Consumers become aware of basic needs such as food, sleep, or clothing. These are essential needs that are easily recognized in everyday life.
- **Emotional needs:** Sometimes, consumer needs are not just based on material needs but also emotional needs, such as the desire to express personality, feel comfortable, or connect with others. For example, a person may feel the need to own a new phone to feel more confident in society.

(2) Environmental influences:

- **Advertising and media:** Advertising can create awareness of consumer needs through strategies that evoke emotions, persuade, or capture attention.
- **Influencers:** Consumers may become aware of issues through those around them, such as friends, family, or influential people in society.

(3) Life changes and events

Life events, such as a job change, moving to a new home, or changes in family status (marriage, having children), can create new needs that consumers may not have been aware of previously.

(4) Awareness of the problem and potential solutions

Consumers not only become aware of their needs but also start to recognize potential solutions to fulfill those needs. They begin to think about products or services that could help solve the problem. For example, if someone feels tired due to lack of sleep, they may recognize that they need to buy a high-quality bed or pillow.

(5) External stimuli

Sometimes, the awareness of a problem does not stem from personal needs but from external factors. For example, an advertising campaign by a brand may make consumers realize that they need that product, even though they had never considered buying it before.

Stage 2: Information search

This is when consumers begin to gather and research information to make a purchasing decision. Below are the detailed factors in this stage:

Consumers can seek information from various sources, including both official and unofficial ones, such as internal sources (personal experience, memory) and external sources (advertising and media, social media and online reviews, friends and family, experts and influencers, store consultations or salespeople).

Stage 3: Evaluation of alternatives

In this stage, consumers analyze and compare different options to find the product or service that best fits their needs. Below are the activities in this stage:

- Establishing evaluation criteria
- Comparing options
- Perception of risk and uncertainty
- Influence from social and emotional factors
- Weighing benefits against costs
- Focusing on special factors (promotions, offers)

Stage 4: Purchase decision

Below are the detailed factors in this stage:

- Choosing the product or service
- Finalizing the transaction
- Deciding on the shopping channel
- Deciding on the payment method
- Feeling of reassurance and risk reduction
- Emotions and social influences when making the purchase decision
- Purchase action

Stage 5: Post-purchase behavior

Marketing also needs to focus on consumer behavior after the purchase: emotions, attitudes, and perceptions after using the product.

Typically, there are three possible outcomes based on customer expectations:

1. If the product does not meet the customer's expectations, they will be dissatisfied.
2. If the product meets expectations, the customer will be satisfied.

3. If the product exceeds the customer's expectations, they will be very satisfied.

Customer attitudes after purchase are crucial, as they determine the likelihood of repeat purchases and the reputation of the company.

The above model implies that consumers must go through all five stages to make a purchase. However, in reality, this is not always the case. According to marketing expert Nguyen Thi Phi Nga (CMC University), Philip Kotler's (2007) buying decision model was researched based on American consumers in a different economic, culture, and political context compared to Asian countries. Therefore, the purchasing decision-making process of Taiwanese consumers may differ. Specifically, the decision to purchase and the actual purchase behavior often occur at two different points in time. Additionally, sometimes consumers make a purchase decision, but the purchase behavior may not occur if unexpected risks arise, leading to the cancellation or delay of the purchase for an extended period. Purchase behavior can occur either directly in stores or online via e-commerce platforms. There are many evidences to prove for this confirmation, for example before Covid 19 happened, many people decided to buy something that meet their needs, but Covid 19 made them canceled to buy those things for a long time or even give up to buy.

Therefore, the author recommends adding the "Purchase Behavior" factor between the "Purchase Decision" and "Post-Purchase Behavior" stages in Philip Kotler's purchasing decision model for Asian consumers. This is also a new contribution to the theoretical framework, based on the context of Asian societies, with the modified model as follows:

The adjusted purchasing decision-making process

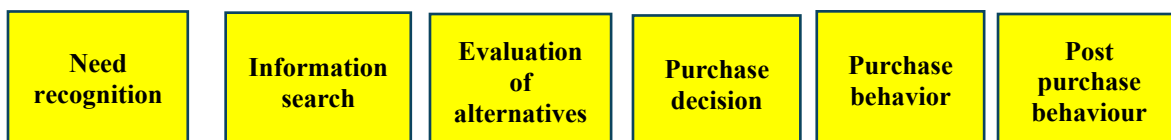


Diagram 2: Position of buying behavior in the consumers' buying decision process

(Source: author)

Since this research focuses on studying consumer buying behavior under the influence of certain factors, the author has created a table comparing the differences between buying behavior and purchase intention as follows:

Table 1: Differences Between Buying Behavior and Purchase Intention

Criterion	Buying behavior	Purchase intention
Concept	It is the actual action when consumers make a purchase of a product/service.	It is the desire or intention of consumers to purchase a product/service in the future.
Certainty	It has already occurred and can be measured specifically.	It is uncertain, just an intention, and may change.
Time point	It has occurred at a specific point in time.	It may or may not occur in the future.
The influence of external factors	It is less likely to change as it has already been carried out.	It is easily influenced by price, promotions, the influence of friends, family, the environment, etc.
Measurement method	Through sales data, invoices, and transaction history.	Through surveys, questionnaires, and consumer psychology analysis.
Example	A customer has purchased an iPhone 15 at the store.	A customer is considering purchasing the iPhone 15 but has not made a definite decision yet.

Source: AI, 4.12 pm, March 13, 2025

In summary: Buying behavior reflects the actual outcome of the consumer decision, while purchase intention is just a preliminary step, which can be influenced by various factors before it becomes an actual purchase behavior.

2.1.4. Concept of short videos

In 2009, the concept of short videos was introduced with an application called Vine in the United States. Users could create short videos of about 10 seconds in length and share them on other social media platforms. Xiu-qui Li (2017) defines short videos as those that can be uploaded or shared across various digital devices. Hu TAO and Jing-hui YANG (2018) also studied short videos as content that lasts from a few seconds to several minutes, created by most smart devices and shared across various media platforms. Researchers have also pointed out that human attention span has decreased from 12 seconds to 8.5 seconds.

The primary reason why short-form videos have gained widespread attention from researchers is due to their significant impact on advertising activities for businesses. Short-form videos play a key role in driving brand recognition and boosting sales.

2.1.5 Concept of social media

Social media is an information system that provides a community of users with services for storing, providing, using, searching, sharing, and exchanging information with each other, including services for creating personal electronic information pages, forums, online chats, sharing audio, images, and other similar services (Giap, 2022).

A common characteristic of social media platforms is the absence of limitations or delays in transmitting information, unlike traditional methods such as postal services, which are limited by geographical distance. Instead, social media relies on the internet speed of each individual. To use and post news, chat, and connect, users only need a smart electronic device and an internet connection.

With the rapid development of social media today, many jobs and opportunities have arisen for those who are "proficient" in using social media and understand these platforms, serving commercial purposes such as the MMO profession (making money through online activities), KOL/KOC (influencers), reviewers, and other occupations on social media.

Social media offers many advantages but also presents issues, such as the spread of unofficial information, information overload, and concerns about security when transacting or shopping on these platforms.

2.1.6. Social media platforms and their characteristics

There are many different social media platforms, each with its own features and purposes. However, in this research, the authors mainly focus on studying popular short video platforms that are convenient for buying and selling products, such as Facebook, Instagram, and TikTok.

2.6.1.1. Facebook

Facebook is the largest social media platform in the world, with 2.19 billion users. It integrates many utilities, such as posting and storing information, photos, videos, stories, making friends, and messaging anytime and anywhere as long as there is an internet connection. It also features a marketplace and the creation of virtual "stores."

In recent years, Facebook has introduced a feature called "Facebook Reels," which allows users to post short videos, instead of only having "Facebook Watch" (unlimited video duration) as before.

However, the limitation of Facebook for businesses is the advertising cost and the fact that, due to its many integrated features, users tend to use Facebook for other purposes, such as communication, messaging, and entertainment, rather than searching for products to purchase.

2.1.6.2. Instagram

Similar to Facebook, Instagram has basic and convenient features such as posting information

and chatting. However, Instagram offers some differences compared to Facebook: users are only allowed to post photos/videos and can optionally add text or not.

The second major difference is Instagram's "Story" feature, where people can share all kinds of information, including text, images, and videos, with the characteristic of being less than 1 minute long and disappearing after 24 hours unless the user chooses to save it.

2.1.6.3. TikTok

TikTok, a platform that emerged later, ranks as the third most popular social media platform in January 2024, after Facebook and Instagram, with 1.56 billion users worldwide. Unlike other social media platforms, TikTok is focused on short videos ranging from a few seconds to a few minutes, with a vertical screen layout that covers the entire phone screen instead of horizontal videos. It is the "home" of many music tracks, products, and services. The time limit, along with the idea that "the quicker you act, the cheaper you get," leads consumers to believe that the price is the best deal and encourages them to make quick purchase decisions.

2.2. Theories on the impact of short videos on buying behavior

(source: AI, at 4.18pm March 13, 2025)

2.2.1. Theory of Attention Attraction

The "theory of attention attraction" is a theory in economics and communications, which asserts that human attention is a valuable and limited resource. In a world filled with information, the competition to attract and retain consumer attention becomes a key factor in determining the value and success of a product, service, or message.

The main characters of the theory:

1. Attention is a limited resource:

Human attention is limited and cannot focus on all the information we receive daily. When faced with too much information and choice, only a small portion of it can capture our attention. Businesses and organizations must find ways to stand out amidst this sea of information.

2. Information is endless, but attention is limited:

In the digital age, information is constantly created and shared. Social media, online ads, media, and many other digital platforms continuously push information to users. However, consumer attention is limited, so organizations must compete to dominate the consumer's attention space.

3. Attention creates value:

Companies and media platforms create value by attracting consumer attention. For

example, platforms like Facebook, Instagram, YouTube, and other online services make money through advertising by getting users to spend time engaging on these platforms.

4. Competition for attention:

Companies must find creative ways to attract consumer attention, including using advertising, engaging content, social media, or innovative marketing strategies. These strategies may include digital advertising, optimized user experiences, using emotional triggers, or creating new, appealing products/services.

5. Attention is a determining factor in consumer behavior:

When consumers pay attention to a product or service, their likelihood of making a purchase or engaging increases. Therefore, capturing attention becomes a critical element in marketing and sales strategies.

2.2.2. Persuasion Theory in Advertising

The Persuasion Theory in Advertising is a theory in the fields of communication and marketing that studies how advertisements can influence the perceptions, attitudes, and behaviors of consumers. The goal of advertising is not only to convey information but also to persuade consumers to take action, such as purchasing a product or using a service.

Key factors in persuasion in advertising:

(1) Persuasive elements in advertising:

- *Message characteristics*: The advertising message needs to be clear, easy to understand, and persuasive. The content should stand out and create a strong impression to capture attention and change consumer attitudes.
- *Source of persuasion*: Consumers are often more easily persuaded when the message comes from credible sources. Celebrities, experts, or reputable brands can enhance the persuasive power of an advertisement.
- *Emotion and logic*: Advertisements can use emotional elements (e.g., creating feelings of joy, pride, happiness) or logical elements (proving product features and benefits) to influence consumers. Persuasive strategies can combine both emotion and logic to achieve the best results.

(2) Persuasion theories in advertising (Elaboration Likelihood Model) includes:

****ELM Theory (Elaboration Likelihood Model)*: This theory assumes that there are two main routes that consumers use to receive and evaluate advertising messages:

- *Central Route*: Consumers evaluate the message based on logic and carefully analyze the information. Advertising persuades through sound reasoning and evidence.

- *Peripheral Route*: Consumers are persuaded by external factors outside the message, such as images, music, or the appearance of celebrities.

*** *Cialdini's Six Principles of Persuasion*: Robert Cialdini proposed six powerful principles of persuasion in marketing and advertising:

Consistency: Consumers tend to act consistently with their prior commitments.

Liking: Consumers are more easily persuaded by people they like or admire.

Social Proof: Consumers often follow what others (especially friends or celebrities) are doing.

Scarcity: Advertising can create a sense of scarcity to encourage consumers to act immediately.

Authority: Advertising from experts or authoritative figures can persuade consumers more effectively.

Reciprocity: Consumers tend to return a favor (such as making a purchase) when they receive something from others, such as discounts or gifts.

(3) Persuasion Strategies in Advertising:

- *Storytelling*: Using captivating stories helps consumers emotionally connect with a product or service. These stories can evoke strong emotions, thereby persuading consumers to take action.
- *Using Images and Videos*: Advertisements that use impactful images and videos can create a strong impression and easily capture attention. These visual elements help consumers visualize the benefits of the product in a straightforward manner.
- *Creating Urgency*: Using scarcity or time-limited promotions to encourage consumers to act quickly.

(4) Persuasion through the ABC Model (Affect, Behavior, Cognition):

Affect (Emotions): Advertising can influence consumers' emotions, helping to build an emotional connection with the brand.

Behavior: Advertising encourages specific behaviors, such as motivating consumers to make an immediate purchase of the product.

Cognition: Advertising impacts consumers' cognition, changing their perceptions or thoughts about a product or service.

2.2.3. Social Influence Theory

The Social Influence Theory is a theory in psychology and social research that explains how an individual's behavior, attitude, and perception are influenced by the presence, interaction, or pressure from others. This theory emphasizes that people not only act based on personal factors

but are also strongly influenced by the surrounding social environment.

The key factors in Social Influence Theory:

1. Social Influence:

Social influence occurs when an individual's behavior is affected by the actions of others, which can be either individuals or social groups. This influence can be positive or negative and can occur through three main forms:

- **Conformity:** This is the act of changing one's behavior or attitude to align with the standards of a group or social norms, even without being asked or coerced. Conformity occurs when an individual wants to fit in with the group or avoid criticism.
- **Compliance:** This occurs when an individual agrees to follow the requests or encouragement of others, but does not necessarily agree with the request. It is a temporary change in attitude or behavior in response to external demands.
- **Obedience:** This is the act of following the requests or commands from an authority figure. Obedience is usually stronger and can lead to lasting changes in behavior.

2. Sources of Social Influence:

- **Authority figures:** Individuals who have power or expertise in a specific area often have a significant ability to influence others' behavior. For example, professors, doctors, or leaders can persuade or instruct others to change their behavior.
- **Peer groups:** Friend groups, colleagues, or communities can have a strong influence on an individual's behavior, especially when there is peer pressure to conform to common norms.
- **Social norms:** Social norms are the unwritten rules of behavior that society or a community expects from its members. Adhering to these norms helps maintain social order and harmony among individuals.

2.2.4. Kelman's Social Influence Theory:

The master in the field of social influence, Herbert Kelman, classified three forms of social influence:

- **Compliance:** Responding to others' requests but not changing personal beliefs or attitudes.
- **Identification:** Acting in the way of others because one wants to be accepted by them or admires them, although personal attitudes or beliefs remain unchanged.
- **Internalization:** Making long-term changes in behavior and attitude because the individual believes in the values and reasons behind that behavior.

This theory also addresses:

1. *The Effect of Social Proof*: People often seek validation from a group when they are uncertain about their actions or decisions. This effect explains why individuals tend to follow the actions of the majority, as they believe that if the majority is acting in that way, it must be right or safe.
2. *Attitude Change*: The theory of social influence also relates to changing an individual's attitude. Attitudes can change when people are influenced by factors such as persuasion from credible sources, group pressure, or marketing and advertising strategies.

Examples of social influence in real life:

- *Peer Pressure*: A student may decide to engage in an activity they initially did not want to do (such as smoking or participating in a dangerous game) due to pressure from their peer group.
- *Advertising and Marketing*: Marketing strategies use social influence to encourage consumers to follow trends, such as purchasing products based on reviews or recommendations from celebrities.
- *Group Decision-Making*: In organizations or groups, decisions can be influenced by the group's consensus, where some members may change their opinions to align with the group's final decision.

In conclusion, the theory of social influence explains that an individual's behavior, attitude, and decisions are not only based on personal factors but are also strongly affected by the presence, demands, and pressures from social influence sources. Understanding these factors helps researchers, marketers, and social leaders develop effective strategies to influence the behavior and perceptions of the community.

2.2.5. Dual Process Theory

This theory was popularized by psychologists Daniel Kahneman and Amos Tversky. Kahneman's book *Thinking, Fast and Slow* summarizes many studies on this theory, explaining how these two systems work and how they influence human decisions and judgments.

It is a psychological theory that suggests humans use two different cognitive systems to process information and make decisions. These two systems are commonly referred to as System 1 and System 2, each having distinct characteristics and roles in the decision-making process.

System 1 (Automatic, Fast, Instinctive): with the following characteristics:

- Quick, automatic, and requires little effort.
- Operates unconsciously and often relies on heuristics or intuition.
- Based on experience and pattern recognition, often reaching conclusions rapidly.
- Prone to biases, distortions, and fallacies due to reliance on quick judgments.

System 2 (Deliberate, Slow, Analytical): with the main characteristics as following:

- Slow, deliberate, and requires effort.
- Involves conscious thinking and logical reasoning.
- Often used for complex tasks or decisions that require problem-solving.
- Involves calculation, analysis, and demands more cognitive effort, but provides higher accuracy.

The interaction between System 1 and System 2:

- System 1 usually operates automatically, making everyday decisions without much cognitive effort. This system is useful in situations that don't require much thought or when quick action is needed.
- System 2 is activated when the situation requires deeper thinking or when something doesn't match a familiar pattern. It will analyze and evaluate information more logically and in greater detail.

However, System 1 and System 2 are not entirely independent. Often, System 1 handles routine decisions, while System 2 engages in situations that require more careful thought. In many cases, System 1 can make quick decisions, but System 2 may intervene to correct or clarify these decisions.

Applications of Dual-Process Theory in marketing and consumer behavior:

Marketers often target System 1 to promote quick, intuitive decisions (e.g., using emotional appeals or powerful advertising). However, System 2 can be activated with detailed information in advertising campaigns or when consumers make major decisions (e.g., purchasing a house).

2.2.6. Theory FOMO (Fear of Missing Out):

Short videos can create a sense of urgency, driving quick purchasing decisions. The theory of *Fear of Missing Out (FOMO)* is a psychological phenomenon that reflects the anxiety and fear people experience when they feel they are missing out on an opportunity or experience that others are having. FOMO is associated with feelings of dissatisfaction and worry about not participating in an important activity or event, leading to a sense of isolation or falling behind compared to society, friends, or the community.

Key factors in the FOMO theory:

1. Anxiety about Missing Out:

FOMO often arises when people see others enjoying something they are not participating in. This may stem from seeing friends share happy images, trips, events, or work successes on social media, leading to feelings of deprivation and fear of being left behind.

2. *The Influence of Social Media:*

Social media plays a significant role in increasing FOMO. When people are constantly exposed to images, videos, and statuses of others' memorable moments, trips, parties, or personal achievements, they may feel that they are lacking and not living as fully or as excitingly as others.

Social media creates a sense of "being able to join everything," but in reality, we can't always participate, leading to feelings of anxiety and stress.

3. *Social Pressure:*

FOMO can also stem from social pressure, where people feel the need to participate in certain events, activities, or trends to avoid being seen as out of touch or outdated. The constant desire to keep up with what's popular or what friends and colleagues are doing can create a significant psychological burden.

4. *Feelings of Deprivation:*

FOMO causes feelings of deprivation because people believe that if they don't participate in an event or opportunity, they will miss out on exciting experiences or fail to achieve the success that others have. This can lead to insecurity and a lack of self-confidence.

The impact of FOMO:

1. *Impact on Mental Health:*

FOMO can lead to anxiety, stress, and depression when people feel they cannot keep up with those around them. It can also increase feelings of loneliness, as individuals may feel isolated or disconnected from a particular group.

2. *Impulsive Decisions:*

FOMO can lead individuals to make impulsive decisions, such as attending events, shopping, or changing personal plans simply out of fear of missing out on something. This can result in unnecessary spending or feelings of regret after engaging in an activity they didn't truly want.

3. *Dissatisfaction with the Present:*

FOMO can make people dissatisfied with what they currently have. By constantly focusing on what others are doing, they may overlook the wonderful things happening in their own lives.

Reducing FOMO:

1. *Self-awareness and Confidence:*

Being aware that everyone has their own life and journey can help reduce the feeling of

FOMO. Focus on what you truly enjoy and what brings you satisfaction, rather than chasing trends or events that others are participating in.

2. *Practice Gratitude:*

Practicing gratitude for what you currently have in life can help reduce feelings of scarcity. When you are grateful for what you've experienced and the achievements you've made, it's easier to feel content with the present and not worry about missing out on something. **Achieved accomplishments:** People can more easily feel satisfied with the present and stop worrying about missing out on something.

3. *Limit Social Media Exposure:*

Reducing time spent on social media or temporarily unfollowing accounts that trigger FOMO can help alleviate this anxiety. Instead of looking at other people's lives, spend time on activities that you genuinely enjoy.

In short, FOMO theory suggests that the fear of missing out is not only a psychological factor but can also influence behavior and decision-making in people's lives. Being aware of FOMO, understanding its origins and impacts, can help individuals manage this feeling and lead a happier and more fulfilling life.

Conclusion: The marketers should deeply understand and apply the above theories for designing the short videos of the product/service that they need to deliver to the target consumers with the positive directions.

2.3. Literature review

2.3.1. International research

Short video content has gained significant traction with the rise of platforms like TikTok, Instagram Reels, and YouTube Shorts. These platforms have revolutionized digital marketing by influencing consumer decision-making processes. This literature review explores the impact of short videos on buying behavior by examining consumer engagement, emotional influence, and the effectiveness of short-form content in advertising strategies, as the following:

Consumer Engagement and Short Video Content

Short videos are designed to capture user attention quickly, leading to higher engagement levels than traditional long-form content. According to Zhang and Mao (2021), consumers are more likely to interact with short videos due to their dynamic nature and the convenience of consuming bite-sized content. Research by Li et al. (2022) indicates that interactive features such as likes, comments, and shares enhance consumer involvement, making short videos a powerful tool for brand awareness and engagement.

Emotional Influence on Consumer Decisions

Emotional appeal plays a crucial role in shaping consumer behavior. Studies suggest that short videos, through visual storytelling and music, create strong emotional connections with viewers. Wang and Chen (2023) found that emotionally stimulating short videos are more likely to drive impulsive buying behavior. Additionally, He and Liu (2021) noted that relatable and authentic content fosters trust, further influencing purchase intentions.

The Effectiveness of Short Videos in Advertising

Short-form video marketing has proven to be highly effective in influencing purchasing decisions. Research by Kim et al. (2020) demonstrates that advertisements in short video formats yield higher conversion rates due to their engaging nature and ability to deliver concise messages. Similarly, Huang and Xu (2022) observed that consumers exposed to branded short videos exhibit a higher likelihood of making purchasing decisions compared to those exposed to traditional digital advertisements.

Conclusion

Short video content has emerged as a dominant force in digital marketing, significantly impacting consumer buying behavior. The combination of high engagement, emotional influence, and advertising effectiveness makes short videos a crucial element in modern marketing strategies. Further research should explore the long-term effects of short video exposure on consumer loyalty and brand perception.

Beside the above aspects, the author also found some other papers but mainly focus on purchasing intention or purchasing decision, for example: the study by Yani Xiao, Lan Wang, and Ping Wang, they analyzed factors such as perceived usefulness, enjoyment, and the involvement of influencers. They concluded that all these factors have a certain influence on consumer purchase intentions, with influencer involvement having the greatest impact.

For Qin Yang, Lingju Qin, Zhihui Chen, Shuangshuang Ji, Kongneng Zhang, and Xiaolong Ma, the research team used content factors such as knowledge, entertainment, and emotional appeal. According to them, these factors all significantly influence consumer purchase intentions.

Similarly, Yuya Liu and Minghua Wang argue that informative and entertaining content strongly influences purchase intention (Liu & Wang, 2023).

The topic of "purchase behavior" has received less attention from researchers compared to "purchase intention," or "purchase decision" but it can be referred to in the research by Yaping

Zhao. The study identified factors that influence purchase behavior. First, the availability of the platform and its functions, with the availability of the platform being considered to have a greater impact. Another factor considered is the psychological distance between the consumer and short-duration video advertisements (Yaping Zhao, 2022).

Given the limited research on consumer purchase behavior, the author considers this a gap in the literature that they aim to explore in their chosen topic.

2.3.2. Research in Vietnam

Similar to international research topics, in Vietnam, most research groups focus on the direction of "purchase intention" or "purchase decision" of consumers and the criterias for systematic the literature review in Vietnam as follows:

(1) The trends in research on purchasing behavior in Vietnam: most studies focus on "purchase intention" or "purchase decision" rather than actual purchasing behavior (Nguyen et al., 2021).

(2) Key studies on purchase intention which includes Research on Short Video Marketing and Generation Z, examines factors such as engaging content, perceived usefulness, situational experience, user interaction, perceived enjoyment, celebrity endorsement, and brand attitude (Ngo et al., 2023). Perceived usefulness has the strongest impact on brand attitude, which in turn significantly influences purchase intention, are the findings of these research.

(3) Research on factors influencing purchase intention: the key factors found including: engaging content, situational experience, user participation, perceived credibility of information, and perceived usefulness of information (Hoang & Tran, 2019). And the impact of generational and gender factors on purchase intention.

Through the above literature review we realized the **research gap on actual purchasing behavior** is: No existing studies in Vietnam have specifically focused on "actual purchasing behavior" (Pham, 2022). So this research gap will be explored in the present study.

2.3.3. Summary of literature review

Table 2: Summary of studies serving as a basis for developing the research model

Author	Topic	Variable
Zhao, Y. (2023)	The influence factors of short video marketing on consumer purchasing behavior and the effective suggestions	Platform availability, available functions, psychological distance
Y Xiao, L Wang, P Wang (2019)	Research on the influence of content features of short video marketing on consumer purchase intentions	Perceived usefulness, enjoyment, influencer participation
Vy, Vo Chieu (2023)	The influence of TikTok advertisements on consumer purchase intention	Informativeness, entertainment, credibility, perceived value, social interaction
Ngo, T. T. A., Quach, P., Nguyen, T. V., Nguyen, A. D., & Nguyen, T. M. N. (2023)	Short video marketing factors influencing the purchase intention of Generation Z in Vietnam	Content interestingness, perceived usefulness, user interaction, enjoyment, celebrity involvement

(Source: author's summary)

2.4. Research model and hypotheses

2.4.1. Research model

Based on the research models of Ngo et al. (2023), Xiao et al. (2019), and Vy & Vo Chieu (2023) on consumer purchasing behavior on TikTok and purchase decisions through video advertisements, the author propose a research model consisting of five independent variables: (1) Video content; (2) Product information; (3) Celebrity influence; (4) Viewer interaction; (5) Perceived value and the dependent variable: Young consumers' purchasing behavior. Additionally, the research team incorporates demographic factors into the model, as outlined below:

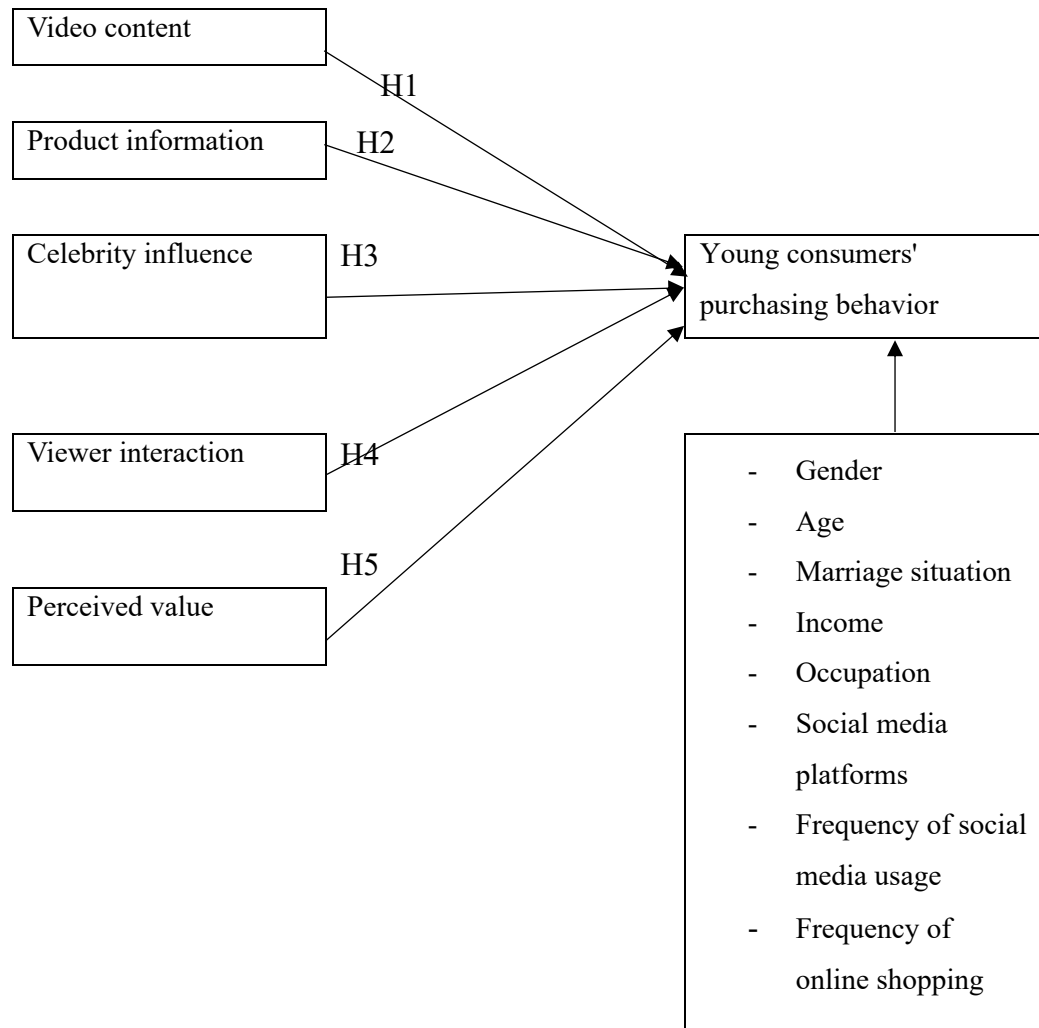


Diagram 3: Research model

(Source: author)

2.4.2. Research hypotheses

Based on the research model constructed above, we propose the following research hypotheses:

2.4.2.1. Video content

Sally et al. (2003) emphasize that the inherent appeal of video marketing content can stimulate consumers' tendency to share that content more than other attributes.

H1: Video content positively impacts the purchasing behavior of young consumers in Taipei.

2.4.2.2. Product information

Ducoffe (1996) concluded that the information factor is the most important aspect in Internet advertising, and the study also indicated that the informativeness of online advertisements affects consumers' purchase intentions. Clear and comprehensive product information in short videos helps consumers easily recognize and shop for products; when customers understand the product well, it further encourages their purchasing behavior.

H2: Product information positively impacts the purchasing behavior of young consumers in Taipei.

2.4.2.3. Celebrity influence

In modern times, celebrities have emerged as a prominent factor influencing customers' brand attitudes and purchase intentions. There are various definitions of “celebrity.” According to Young and Pinsky (2006), a celebrity is described as an individual with a name, who possesses the power to attract public attention, create widespread interest, and evoke personal significance in the public (Kotler & Armstrong, 2007). Amos et al. (2008) suggested that a favorable attitude towards celebrities can positively affect customers' purchase intentions.

H3: Celebrity influence positively impacts the purchasing behavior of young consumers in Taipei.

2.4.2.4. Viewer interaction

When consumers watch videos on social media platforms or websites and notice that the video owner actively engages with the audience by responding to comments, it can significantly influence their overall perception of the content, product, or brand being advertised (Mir and Rehman, 2013). A short video that receives positive interaction is more likely to become a trending video, reaching a wider audience. Interaction includes actions such as liking, commenting on the featured product, or providing positive feedback. Buyers may refer to these positive reviews to learn more about the product and decide to make a purchase. Conversely, videos with low or negative interaction can create skepticism among customers regarding the product.

H4: Viewer interaction positively affects the purchasing behavior of young consumers in Taipei.

2.4.2.5. Perceived value

Perceived value is defined as the value that consumers consider by weighing the quality of the product and service against the overall cost incurred to purchase them (Fang et al., 2016). It reflects the attitudes and behaviors of consumers who continue to purchase a product or service based on their evaluation from previous buying experiences (Chiu et al., 2014). When the actual product received matches what is presented in the video and meets buyers' expectations, it encourages consumers to repurchase. Conversely, if the received product does not match the video depiction, it will cause disappointment among consumers and negatively impact the brand's subsequent business operations.

H5: Perceived value positively impacts the purchasing behavior of young consumers in Taipei.

Summary of chapter 2

Chapter 2 has outlined the theoretical foundations of consumer behavior, social media, and short videos, systematically synthesizing previous studies to propose a research model for the topic with the following factors: (1) video content, (2) product information, (3) celebrities impact, (4) viewer interaction, and (5) perceived value. Chapter 2 has also presented the research hypotheses.

Chapter 3 will discuss the research methodology.

Chapter 3: Research methodology

3.1. Research methodology

This study builds upon the measurement scales used in previous research by Ngo et al. (2023), Xiao et al. (2019), and Vy & Vo Chieu (2023). It employs a quantitative research approach, meaning that data and information are collected in numerical form for statistical analysis. In other words, this method quantifies both data collection and analysis. Typically, such data are gathered through large-scale surveys using questionnaires, which is especially applicable when dealing with a large sample size (Giang & Phuong Thao, 2021).

The preliminary scale comprises a total of 31 observed variables and utilizes a Likert scale ranging from 1 to 5 to develop the questionnaire. This questionnaire is designed to examine the influence of short videos on the purchasing behavior of young consumers in Taipei.

Questionnaires were distributed directly at various locations in Taipei, including office buildings, universities, shopping centers, libraries, cafes, metro stations, and more. The author prepared two questionnaires with the same code.

Questionnaire No. 1 was first distributed and then collected from each respondent. Subsequently, respondents viewed the advertisement video used for the experiment and received Questionnaire No. 2. This second questionnaire was designed to capture changes in their perception of the product before and after watching the advertisement, as well as to evaluate various factors related to the short video (with the author selecting a Downy fabric spray advertisement as the sample video).

The sample size was determined by surveying 40 observed variables with a total of 200 participants, following the formula $n = 40 \times 5 = 200$ (Hair et al., 1998). A total of 200 questionnaires were distributed and collected, with one questionnaire deemed invalid. Ultimately, 200 valid responses were obtained and used for further in-depth analysis via statistical tests using SPSS software.

3.2. Data processing and analysis methods

3.2.1. Descriptive statistical analysis

Descriptive statistics is a technique that helps researchers provide an overall description of the characteristics of the research sample and the survey results obtained. The outcome of descriptive statistics is a frequency table showing the count and percentage of the values. Based on these frequency statistics, we can assess whether the research subjects align with the initial objectives and plans of the study (Khanh Giao & Trinh, 2021).

In the study "The Impact of Short Videos on the Purchasing Behavior of Young Consumers in Taipei," the statistical results focus on a specific group aged between 18 and 35 who reside and work in Taipei. The authors conducted frequency analyses on both personal information variables and social media usage habit variables for this research.

3.2.2. Reliability testing using Cronbach's Alpha

Cronbach's Alpha reliability testing assesses the degree of internal consistency among observed variables within the same factor. It indicates which observed variables within a factor contribute to measuring the underlying construct. A good Cronbach's Alpha result for a factor demonstrates that the observed variables are appropriate for capturing the essence of the underlying construct (Tho, 2014). According to Nunnally (1978), a good scale should have a Cronbach's Alpha reliability of 0.7 or above. Similarly, Hair et al. (2009) suggest that a scale is considered reliable if it reaches a Cronbach's Alpha threshold of 0.7; however, in more recent studies, a threshold of 0.6 is still acceptable. The higher the Cronbach's Alpha coefficient, the greater the reliability.

3.2.3. Exploratory Factor Analysis (EFA)

Exploratory Factor Analysis (EFA) is used to assess two critical aspects of a measurement scale: convergent validity and discriminant validity. This multivariate analysis technique does not distinguish between dependent and independent variables; instead, it relies on the inter-correlations among variables. EFA is employed to reduce a set of observed variables to a smaller set FFF (where $F < kF < kF < k$) of more meaningful factors. This reduction is based on the linear relationships between the factors and the observed variables. In practice, the most common approach is to use Principal Components Analysis (PCA) in conjunction with Varimax rotation (Meyers, Gamst, & Guarino, 2006).

According to Hair et al., the factor loading (or factor weight) is the key index to ensure the practical significance of the EFA. Factor loadings should be evaluated in light of the sample size, with the following guidelines:

- **Factor loadings > 0.3:** Considered the minimum acceptable level.
- **Factor loadings > 0.4:** Considered important.
- **Factor loadings > 0.5:** Considered to have practical significance.

For EFA to be appropriately applied, the following conditions must be met:

- **Kaiser-Meyer-Olkin (KMO) Measure:** The KMO value should range between 0.5 and 1. A high KMO value indicates that the data is suitable for factor analysis.

- **Bartlett's Test of Sphericity:** This test should be statistically significant (Sig. < 0.05), confirming that the observed variables are sufficiently correlated in the population.
- **Eigenvalue Criterion:** Only factors with an eigenvalue greater than 1 are retained in the analysis.
- **Percentage of Variance Explained:** The extracted factors should explain more than 50% of the total variance, indicating the proportion of variance captured versus lost from the observed variables.

3.2.4. Pearson Correlation Analysis

Karl Pearson is considered the father of the Pearson correlation coefficient. This coefficient is a statistical measure used to assess the relationship or association between dependent variables and continuous variables. It addresses questions such as: Is there a correlation between the independent and dependent variables? Is there a correlation among the independent variables? Pearson correlation is regarded as the best method for measuring relationships between variables because it is based on covariance. It provides information on both the strength and direction of the relationship (Gayen, 1951).

Moreover, testing the Pearson correlation coefficient helps in early detection of multicollinearity issues when independent variables are highly correlated with each other. For example, if two independent variables have a significance level of sig. < 0.05 and an absolute correlation coefficient greater than 0.7, there is a high likelihood of multicollinearity (Dormann et al., 2013).

3.2.5. Multiple Linear Regression Analysis

Multiple linear regression is a statistical technique used to predict the outcome of a variable based on the values of two or more variables. Sometimes referred to simply as multiple regression, it extends simple linear regression. The variable to be predicted is called the dependent variable, while the variables used to predict the dependent variable's value are called independent variables (Tabachnick & Fidell, 1996). The multiple linear regression model is formulated as follows:

$$Y = \beta_0 + \beta_1 X_1 + \dots + \beta_n X_n + \epsilon$$

Where:

- **Y:** Dependent variable
- **X:** Independent variables
- **β :** Regression coefficients
- **ϵ :** Error term

3.2.6. Difference Testing (T-test, ANOVA)

The **T-test** is used to compare the mean of a quantitative variable between two different survey groups. This test evaluates one or more quantitative variables against a categorical variable with two groups (Kim, 2019). In the study "The Impact of Short-Form Videos on the Purchasing Behavior of Young Consumers in Taipei," the authors compare purchasing behavior between males and females, as well as between married and unmarried respondents. The purchasing behavior variable is measured using a 5-point Likert scale, while the gender variable has two categories: 1 for male and 2 for female. Similarly, the marital status variable has two categories: 1 for unmarried and 2 for married.

The **ANOVA test** addresses the limitations of the T-test. While the T-test can only examine differences between two groups, ANOVA can test differences across three or more groups. Essentially, ANOVA and the T-test share similar theoretical foundations. In this study, ANOVA is used to test differences in purchasing behavior based on demographic variables and the frequency of social media usage, which contains more than two categories.

Summary of chapter 3

Chapter 3 has presented the research methodology of the study, in which the authors chose a quantitative approach. Based on the formula by Hair et al. (2008), the authors determined a minimum sample size of 200, meaning that at least 200 survey responses needed to be collected. Additionally, this chapter provides a detailed description of data collection, processing, and analysis methods.

Chapter 4 will apply SPSS software to analyze the factors influencing young consumers' purchasing behavior through short-duration videos in Taipei City.

Chapter 4: Analysis of research results

4.1. Sample description

The data collected regarding the description of the research sample was processed, and the results are as follows:

Table 3: Description of the Research Sample

Characteristics	Percentage (%)
Gender	
Male	39,8
Female	60,2
Age	
From 18 to 22	82,1
From 23 to 29	13,4
From 30 to 35	4,5
Occupation	
Student	91,0
Teacher, staff	3,5
Freelancer	2,0
Other	3,5
Marriage	
Single	95,5
Maried	4,5
Frequency of social media usage per day	
Under 1 hour	4,5
From 1 to 2 hours	24,4
From 2 – 3 hours	27,4
From 3 – 4 hours	16,4
Over 4 hours	27,4
Social media	
Facebook	12,4
Instagram	81,6
Tiktok	2,0
Other	4,0
Frequent viewing of advertisements	
Yes	50,2

Sometimes	38,3
None	11,4
Purchasing through short videos	
Yes	14,9
Sometimes	27,9
None	57,2
Number of survey participants: 200	

Source: SPSS

The survey analysis results shown in the above table indicate that there are 200 participants, with 39.8% male and 60.2% female. 82.1% of the participants are between 18 and 22 years old, 13.4% are between 23 and 29 years old, and 4.5% are between 30 and 35 years old. Among the 200 participants, 91% are students, 3.5% are lecturers, 3.5% are office workers, 2% are freelancers, and 3.5% are from other professions. Additionally, 95.5% of participants are unmarried, while 4.5% are married. 4.5% of the participants use social media for less than 1 hour per day, 24.4% use it for 1-2 hours, 27.4% use it for 2-3 hours, 16.4% use it for 3-4 hours, and 27.4% use it for more than 4 hours. Facebook is used by 12.4% of participants, while Tiktok is used by 2%. The most popular social media platform among participants is Instagram, used by 81.6%, and 4% use other social media platforms. 50.2% of the participants regularly watch short advertisement videos on social media, 38.3% occasionally watch them, and 11.4% do not frequently watch ads on social media platforms. Lastly, 14.9% of participants frequently purchase products through short video ads, 27.9% occasionally purchase, and 57.2% do not purchase through short video ads.

4.2. Reliability test of the measurements

4.2.1. Consumer buying behavior variable (Dependent variable)

Table 4: Reliability test results for the "Consumer behavior" Scale

Reliability Statistics

Cronbach's Alpha	N of Items
,877	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
HV1	6,20	6,900	,715	,850
HV2	6,49	6,811	,784	,823
HV3	6,70	7,332	,672	,866
HV4	6,50	6,701	,770	,828

Source: SPSS, author

The results show that the purchase behavior scale has a Cronbach's Alpha coefficient of 0.877, which is greater than 0.6 (Hair et al., 2009). Additionally, the correlation coefficients for all the measurement variables of the purchase behavior component are greater than 0.3, indicating good reliability (Cristobal et al., 2007).

4.2.2. Independent variables.

4.2.2.1. Short video content

Table 5: Reliability Test Results for the "Video Content" Scale

Reliability Statistics

Cronbach's Alpha	N of Items
,775	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ND1	17,36	19,347	,317	,777
ND2	18,69	17,520	,396	,768
ND3	18,22	16,645	,469	,754
ND4	17,88	16,589	,523	,742
ND5	18,87	15,658	,676	,710
ND6	18,73	16,055	,596	,726
ND7	18,96	16,737	,509	,745

Source: SPSS, author

The scale for the component "Short Video Content" shows a Cronbach's Alpha value of 0.775, which is greater than 0.6 (Hair et al., 2009), and the correlation coefficients of all other variables measuring the "Short Video Content" component are greater than 0.3, thus indicating reliability (Cristobal et al., 2007)

.4.2.2.2. Product information

Table 6: Reliability Test Results for the "Product Information" Scale

Reliability Statistics

Cronbach's Alpha	N of Items
,613	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TT1	19,67	16,343	,335	,825
TT2	20,16	34,218	,549	,550
TT3	19,98	34,404	,545	,552
TT4	19,33	36,203	,351	,585
TT5	19,57	34,316	,540	,552
TT6	19,91	33,612	,569	,542
TT7	20,48	34,311	,473	,558

Source: SPPP, author

The scale for the "Product Information" component, when assessed for reliability, has a Cronbach's Alpha coefficient of 0.613, which is greater than 0.6 (Hair et al., 2009). Additionally, the correlation coefficients between the total variable and all remaining variables measuring the "Product Information" component are greater than 0.3, indicating that the scale is reliable (Hair et al., 2009).

4.2.2.3. Celebrities influence

Reliability Statistics

Cronbach's Alpha	N of Items
,822	5

Table 7: Results of Reliability Test for the "Influence of Celebrities" Scale

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NAH1	10,47	9,820	,634	,782
NAH2	10,30	9,430	,718	,759
NAH3	9,91	9,796	,593	,793
NAH4	9,80	9,270	,632	,782
NAH5	9,60	9,882	,516	,818

Source: SPSS, author

For the "Influence of Celebrities" scale, when evaluating its reliability, the Cronbach's Alpha coefficient is 0.822, which is greater than 0.6 (Hair et al., 2009), and the correlation coefficient of the total score for all other variables measuring the "Influence of Celebrities" component is greater than 0.3, indicating reliability (Cristobal et al., 2007).

Table 8: Reliability Test Results for the "Viewer Interaction" Scale

Reliability Statistics

Cronbach's Alpha	N of Items
,420	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TgT1	8,73	6,557	,219	,624
TgT2	8,49	14,361	,389	,257
TgT3	8,13	15,997	,307	,338
TgT4	8,39	16,080	,311	,339

Source: SPSS, author

The measurement scale for the component "viewer interaction" had a Cronbach's Alpha value of 0.420, which is below the acceptable threshold of 0.6. As a result, the factor "viewer interaction" was deemed unreliable and was excluded from the analysis (Hair et al., 2009).

4.2.2.5. Perceived value

Table 9: Reliability Test Results for "Perceived Value" Scale

Reliability Statistics

Cronbach's Alpha	N of Items
,830	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CN1	8,59	5,603	,569	,833
CN2	8,58	5,804	,704	,766
CN3	8,58	5,455	,750	,743
CN4	8,62	5,986	,628	,798

Source: SPSS, author

The scale for the "Perceived Value" component, when assessing reliability, shows a Cronbach's Alpha value of $0.830 > 0.6$ (Hair et al., 2009), and the correlation coefficients of all the remaining variables measuring the "Perceived Value" component are greater than 0.3, thus confirming reliability (Cristobal et al., 2007).

4.3. EFA analysis

4.3.1. The results of the analysis for the variable "Buying Behavior"

Table 10: KMO Test Results for the Dependent Variable

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,797
	Approx. Chi-Square	425,363
Bartlett's Test of Sphericity	df	6
	Sig.	,000

Source: SPSS, author

The results of the EFA analysis for the “buying behavior” variable show a KMO value of 0.797, which is greater than 0.5, with a significance level of $\text{Sig} = 0.00 < 0.05$. This indicates that the variables are strongly correlated with each other, meeting the conditions for factor analysis. With the Eigenvalue criterion greater than 1, the consumer purchasing behavior variable is extracted from one factor, as shown in the following table:

Table 11: Factor Analysis Table for the Dependent Variable

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,925	73,113	73,113	2,925	73,113	73,113
2	,520	13,002	86,116			
3	,301	7,521	93,637			
4	,255	6,363	100,000			

Extraction Method: Principal Component Analysis.

The analysis results show that one factor is extracted with an Eigenvalue of $2.925 > 1$. This factor explains 73.113% of the data variance of the 4 observed variables involved in the EFA.

4.3.2. Analysis of the Impact of Factors on Purchasing Behavior

Table 12: KMO and Bartlett Test Results for Independent Variables (Round 1)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,910
Approx. Chi-Square		2134,383
Bartlett's Test of Sphericity	df	253
	Sig.	,000

Table 13: Total Variance of Independent Variables (Round 1)**Total Variance Explained****Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8,680	37,739	37,739	8,680	37,739	37,739	4,358	18,949	18,949
2	1,978	8,601	46,340	1,978	8,601	46,340	3,371	14,656	33,605
3	1,331	5,785	52,126	1,331	5,785	52,126	2,496	10,852	44,457
4	1,106	4,807	56,932	1,106	4,807	56,932	2,282	9,924	54,381
5	1,012	4,402	61,334	1,012	4,402	61,334	1,599	6,954	61,334
6	,963	4,186	65,520						
7	,853	3,707	69,227						
8	,788	3,428	72,655						
9	,675	2,936	75,591						
10	,638	2,774	78,365						
11	,603	2,623	80,989						
12	,538	2,341	83,330						
13	,513	2,231	85,561						
14	,467	2,032	87,593						
15	,411	1,789	89,381						
16	,398	1,731	91,113						
17	,380	1,653	92,766						
18	,359	1,562	94,328						
19	,325	1,411	95,740						
20	,303	1,319	97,058						

21	,267	1,163	98,221						
22	,221	,960	99,182						
23	,188	,818	100,000						

Extraction Method: Principal Component Analysis.

Table 14: Results of Exploratory Factor Analysis (EFA) of Variables Influencing Purchasing Behavior (Round 1)

Rotated Component Matrix^a

	Component				
	1	2	3	4	5
CN1	,747				
TT7	,692				
TT6	,644				
CN3	,615				
CN2	,560				
TT3	,525				
CN4					
TT2					
NAH2		,825			
NAH1		,770			
NAH4		,695			
NAH5		,627			
NAH3		,571			
TT4			,754		
ND1			,699		
TT5	,545		,653		
ND4	,506		,587		
ND2				,749	
ND5				,690	
ND6				,616	
ND7	,501			,527	
TT1					,677
ND3					,602

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 9 iterations.

The first round of Exploratory Factor Analysis (EFA) shows a KMO value of 0.910, which is greater than 0.5, and a significance level of 0.000, which is less than 0.05, indicating that the EFA is appropriate. The author selected quality observation variables and set a factor loading threshold of 0.4. Comparing this threshold with the results in the rotated matrix, three variables (TT5, ND4, and ND7) are problematic and should be considered for removal:

- Variable TT5 has loadings on both Component 1 and Component 3, with loadings of 0.545 and 0.653, respectively. The difference in loadings is less than 0.2.
- Similarly, variables ND4 and ND7 also show similar issues with their factor loadings.

The process of removing problematic variables was performed in the first round of EFA. Out of the 23 observation variables in the first round of EFA, 3 problematic variables were removed, leaving 20 variables to be used in the second round of EFA analysis.

Table 15: KMO and Bartlett's Test Results for the Second Round of Factors

KMO and Bartlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			,888
Bartlett's Test of Sphericity	Approx. Chi-Square		1565,267
	df		153
	Sig.		,000

Table 16: Total Variance of Independent Variables in the Second Round

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6,994	38,854	38,854	6,994	38,854	38,854	4,107	22,815	22,815
2	1,571	8,729	47,582	1,571	8,729	47,582	2,773	15,403	38,218
3	1,276	7,086	54,669	1,276	7,086	54,669	2,157	11,982	50,200
4	1,066	5,922	60,590	1,066	5,922	60,590	1,870	10,390	60,590
5	,897	4,982	65,572						
6	,822	4,568	70,139						
7	,760	4,225	74,364						
8	,690	3,832	78,196						
9	,611	3,397	81,592						
10	,544	3,022	84,614						
11	,477	2,653	87,267						
12	,416	2,309	89,576						
13	,409	2,270	91,846						
14	,380	2,112	93,959						
15	,367	2,041	96,000						
16	,292	1,623	97,623						

17	,226	1,257	98,879						
18	,202	1,121	100,000						

Extraction Method: Principal Component Analysis.

Table 17: Results of Exploratory Factor Analysis (EFA) of Variables Affecting Consumer Behavior in the Second Round

Rotated Component Matrix^a

	Component			
	1	2	3	4
CN1	,775			
TT7	,722			
CN3	,705			
TT6	,658			
CN2	,640			
TT3	,613			
CN4	,601			
TT2	,506			
NAH2		,842		
NAH1		,795		
NAH4		,678		
NAH5		,609		
ND2			,779	
ND5			,695	
ND6			,634	
ND3				
ND1				,776
TT4				,726

Source: SPSS from author

The second round of EFA analysis shows that $KMO = 0.888 > 0.5$, and $sig = 0.000 < 0.05$, indicating that the exploratory factor analysis (EFA) is appropriate.

4.4. Multiple linear regression analysis and hypothesis testing

4.4.1. Description of variables in the regression model 4

The exploratory factor analysis reduced the factors to 5 groups as follows:

- The dependent variable "Customer Behavior" is Y, consisting of 4 observed variables: HV1, HV2, HV3, HV4.

- The factor "Short Video Content" is X1, consisting of 5 observed variables: ND1, ND2, ND3, ND5, ND6.
- The factor "Product Information" is X2, consisting of 5 observed variables: TT2, TT3, TT4, TT6, TT7.
- The factor "Influential Person" is X3, consisting of 4 observed variables: NAH1, NAH2, NAH4, NAH5.
- The factor "Perceived Value" is X4, consisting of 4 observed variables: CN1, CN2, CN3, CN4.

The research model after being tested with Cronbach's Alpha and EFA is as follows:

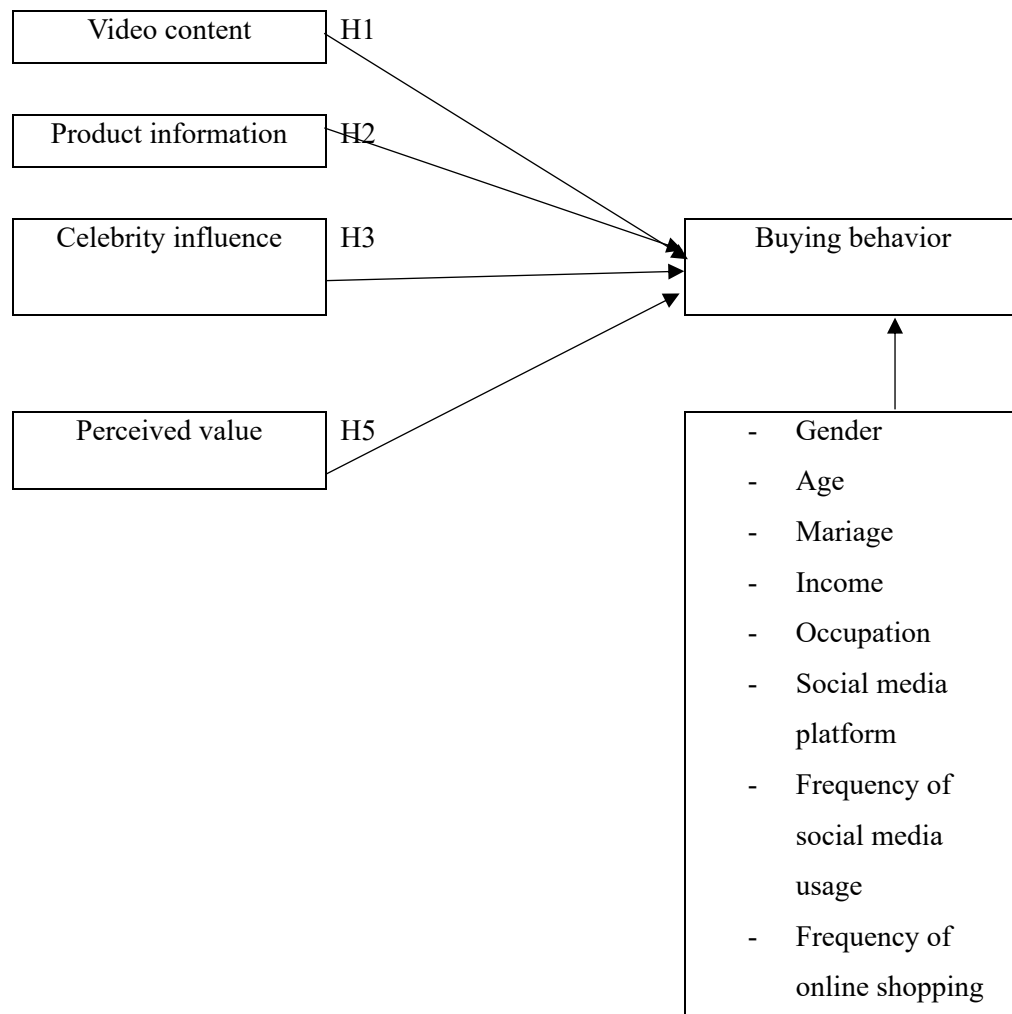


Diagram 4: Research model after being tested with Cronbach's Alpha and EFA

Source: Author

4.4.2 Regression analysis

Table 18: Testing the correlation between independent variables and the dependent variable

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,635 ^a	,403	,391	,67140	1,872

a. Predictors: (Constant), F_CN, F_NAH, F_TT, F_ND

b. Dependent Variable: F_HV

The Model Summary table provides us with the results of R squared (R Square) and adjusted R squared (Adjusted R Square) to assess the goodness of fit of the model. The adjusted R squared value of 0.391 indicates that the independent variables included in the regression analysis explain 39.1% of the variation in the dependent variable, while the remaining 60.9% is due to variables outside the model and random errors.

In addition, the table also shows the Durbin-Watson test result of $D = 1.872$ ($1.5 < 1.872 < 2.5$), indicating that the result does not violate the assumption of first-order serial correlation.

Table 19: Results of Pearson Correlation Analysis

Correlations

		F_HV	F_ND	F_TT	F_NAH	F_CN
F_HV	Pearson Correlation	1	,452**	,426**	,499**	,589**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	201	201	201	201	201
F_ND	Pearson Correlation	,452**	1	,513**	,442**	,575**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	201	201	201	201	201
F_TT	Pearson Correlation	,426**	,513**	1	,386**	,565**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	201	201	201	201	201
F_NAH	Pearson Correlation	,499**	,442**	,386**	1	,563**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	201	201	201	201	201
F_CN	Pearson Correlation	,589**	,575**	,565**	,563**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	201	201	201	201	201

**. Correlation is significant at the 0.01 level (2-tailed).

From the Correlations table, we can observe that the sig values of the Pearson correlation test between the 4 independent variables F_ND, F_TT, F_NAH, F_CN and the dependent variable F_H are all smaller than 0.05. Therefore, there is a linear relationship between these 4 independent variables and the dependent variable.

4.4.3. Model fit testing

Table 20: ANOVA Analysis Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59,710	4	14,927	33,115	,000 ^b
	Residual	88,353	196	,451		
	Total	148,063	200			

a. Dependent Variable: F_HV

b. Predictors: (Constant), F_CN, F_NAH, F_TT, F_ND

The ANOVA table provides the F-test results to assess the validity of the regression model. The F-test significance value (sig) is 0.000, which is less than 0.05, indicating that the regression model is valid.

4.4.4. Hypothesis testing

Table 21: Results of testing research hypotheses

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-,224	,232		-,965	,336		
F_ND	,132	,088	,106	1,498	,136	,603	1,659
F_TT	,075	,061	,085	1,225	,222	,626	1,597
F_NAH	,240	,075	,218	3,217	,002	,661	1,514
F_CN	,396	,088	,356	4,517	,000	,489	2,045

a. Dependent Variable: F_HV

In the Coefficients table, the t-test results are shown to assess the significance of the regression coefficients, VIF values to evaluate multicollinearity, and the regression coefficients.

The VIF values for all independent variables are less than 2, indicating that the data does not violate the multicollinearity assumption.

The conclusions of the hypothesis testing are as follows:

H1: The content of short videos has a positive impact on the purchasing behavior of young consumers in Taipei.

Hypothesis 1 is rejected (p value = 0.136 > 0.05; beta = 0.106).

H2: Information about the product has a positive impact on the purchasing behavior of young consumers in Taipei.

Hypothesis 2 is rejected (p value = 0.222 > 0.05; beta = 0.085).

H3: The influence of celebrities has a positive impact on the purchasing behavior of young consumers in Taipei.

Hypothesis 3 is accepted (p value = 0.002 < 0.05; beta = 0.218).

H4: The interaction of video viewers impacts the purchasing behavior of young consumers in Taipei.

Hypothesis 4 is rejected (the reliability assessment shows Cronbach's Alpha = 0.558 < 0.6).

H5: Perceived value positively impacts the purchasing behavior of young consumers in Taipei.

Hypothesis 5 is accepted (p value = 0.000 < 0.05; beta = 0.356).

From the regression coefficients, we can construct two regression equations, both standardized and unstandardized, in the following order

$$Y = 0.085 * F_TT + 0.356 * F_CN + 0.218 * F_NAH + 0.106 * F_ND$$

$$Y = -0.224 + 0.075 * F_TT + 0.396 * F_CN + 0.024 * F_NAH + 0.132 * F_ND$$

4.5. Testing the difference between the demographic variables and the dependent variable

4.5.1. Testing the difference between the gender and the dependent variable

Table 22: Results of testing the difference between gender and the dependent variable

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
F_HV	Equal variances assumed	,009	,925	-,927	199	,355	-,11498	,12403	-,35956	,12960
	Equal variances not assumed			-,927	169,304	,355	-,11498	,12402	-,35981	,12985

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
F_HV	Male	80	2,0875	,86062	,09622
	Female	121	2,2025	,86079	,07825

The significance value (Sig) of the test is $0.925 > 0.05$, indicating that there is no significant difference in the average F_HV between consumers of different genders. The mean value of the F_HV variable for the two gender groups is 2.0875 and 2.2025, showing no significant difference.

4.5.2. Test of differences by age groups with the dependent variable

Table 23: Results of testing the difference by age groups with the dependent variable

ANOVA

F_HV

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3,069	3	1,023	1,383	,249
Within Groups	144,970	196	,740		
Total	148,039	199			

(Source: SPSS, author)

The ANOVA table shows $\text{Sig} = 0.249 > 0.05$, indicating that there is no significant difference between the occupational groups in influencing consumer purchasing behavior through short-duration videos.

4.5.3. Testing the difference between income groups and the dependent variable.

Table 24: Results of testing the difference between income groups and the dependent variable
ANOVA

F_HV

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1,201	3	,400	1,498	,216
Within Groups	52,388	196	,267		
Total	53,589	199			

(Source: SPSS, author)

The ANOVA table shows that $\text{Sig} = 0.216 > 0.05$, which concludes that there is no significant difference between income groups in terms of their impact on consumer behavior regarding short video purchases

4.5.4. Testing the difference between marital status and the dependent variable.

Table 25: Results of testing the difference between marital status and the dependent variable.

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
F_HV	Equal variances assumed	,144	,705	-1,830	199	,069	-,53385	,29174	-1,10916 ,04145
	Equal variances not assumed			-1,709	8,659	,123	-,53385	,31231	-1,24461 ,17690

Group Statistics

	HN	N	Mean	Std. Deviation	Std. Error Mean
F_HV	1	192	2,1328	,85266	,06154
	2	9	2,6667	,91856	,30619

(Source: SPSS, author)

The significance value of the test is $0.705 > 0.05$, indicating that there is no significant difference in the average F_HV between consumers with different marital statuses. The mean values of the F_HV variable for the two marital status groups are 2.1328 and 2.6667, with no significant difference.

Table 26: Test Results for Differences Between Social Media Usage Frequency Groups and the Dependent Variable

ANOVA

F_HV

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3,359	4	,840	1,137	,340
Within Groups	144,705	196	,738		
Total	148,063	200			

Based on the ANOVA table, with a Sig value of $0.340 > 0.05$, it can be concluded that there is no significant difference between the social media usage frequency groups in terms of their impact on consumer behavior regarding short-duration video-based shopping.

4.5.5. Test the difference between social media groups and the dependent variable.

Table 27: Results of testing the difference between social media platforms and the dependent variable.

ANOVA

F_HV

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4,643	3	1,548	2,126	,098
Within Groups	143,420	197	,728		
Total	148,063	200			

The ANOVA table shows a Sig value of $0.098 > 0.05$, which leads to the conclusion that there is no significant difference between social media platforms in terms of their impact on consumer behavior regarding short-duration video-based shopping.

4.5.6. Testing the differences between advertising viewing frequency groups with the dependent variable

Table 28: Results of testing the difference between advertisement viewing frequency groups and the dependent variable.

ANOVA

F_HV

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2,815	2	1,407	1,919	,150
Within Groups	145,248	198	,734		
Total	148,063	200			

The ANOVA table shows a Sig value of $0.150 > 0.05$, which leads to the conclusion that there is no significant difference between the advertisement viewing frequency groups in terms of their impact on consumer behavior regarding short-duration video-based shopping.

4.5.7. Test the difference between groups based on the frequency of short video-based shopping.

Table 29: Results of testing the difference between groups with different frequencies of short-duration video-based shopping.

ANOVA

F_HV

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14,369	2	7,185	10,640	,000
Within Groups	133,694	198	,675		
Total	148,063	200			

Source: SPSS, author

The ANOVA table shows a Sig value of $0.000 < 0.05$, which leads to the conclusion that there is a significant difference between the groups based on the frequency of advertisement viewing, affecting consumer behavior regarding short-duration video-based shopping.

4.6. Experiment results

To assess the level of interest of young consumers in Hanoi before and after watching short-duration videos, the research team conducted an experiment based on a survey about the level of interest in Downy fabric spray before and after watching the short video. The interest level was measured on a scale from 1 to 5, with the following results:

Table 30: The difference in consumer product interest before and after watching the short advertisement video.

The average level of product interest before watching the video.	The average level of product interest after watching the video.
1	3

Source: SPSS, author

The average interest score in the product before watching the short video for 200 survey participants was 1, and after watching the video, it was 3. This indicates that the short video had a 50% impact on consumers' interest in the product after viewing the video.

Summary of chapter 4

Chapter 4 analyzed and described the research variables, tested reliability, performed exploratory factor analysis, conducted linear regression, tested hypotheses, and checked for differences. The results showed that 2 out of the 4 factors proposed by the author have an impact on the short-duration video-based shopping behavior of young consumers in Taipei, which are: “celebrities influence” and “perceived value” while the impact level of “celebrities influence” is lower than “perceived value” factor.

Additionally, the experimental results revealed a change in consumer attitudes before and after watching the video, and there were differences between groups with varying advertisement viewing frequencies that affected consumer behavior regarding short-duration video shopping. Chapter 5 will present management implications and directions for future research.

Chapter 5: Conclusion and management implications

5.1. Conclusion

This research has identified the factors of short videos that influence the purchasing behavior of young consumers based on a survey of 200 young consumers living and working in Taipei, with 39.8% male and 60.2% female participants. From the initial five factors, after testing the reliability of the measurement scale, the study revealed that four factors of short videos impact the purchasing behavior of young consumers in Taipei. The factor "viewer interaction" was excluded because it did not meet the reliability criterion. The remaining four factors were analyzed through exploratory factor analysis (EFA) and multiple linear regression. It was found that the factors "product information" and "video content" were excluded because their Sig values were greater than 0.05. The two factors that were retained and accepted were "celebrity influence" and "perceived value," with "perception" having a stronger impact than "influencers."

Based on this research, the author concludes that short videos has influence the purchasing behavior of young consumers in Taipei, with the factors "celebrity influence" and "perceived value" being the key driven. Furthermore, there is no significant difference in purchasing behavior through short videos across different groups, except for the factor "frequency online shopping," which affects purchasing behavior through short videos.

5.2. Marketing implications

In order for businesses to attract customers and encourage quicker and higher purchasing, the following solutions should be considered:

5.2.1. Video content

In this study, the video content was not engaging and unique enough to influence the purchasing behavior of young people in Taipei, and therefore it was excluded. Businesses need to be cautious when designing this element. Video content should focus on several key points: clearly define the goals and target audience (What is the purpose of the video? Who is the target audience? What do you want the viewers to remember the most?). Additionally, a concise, easy-to-understand script should be developed, using visually appealing effects and sound, as well as incorporating emotional elements and storytelling.

5.2.2. Product information

In this study, product information did not influence the participants in the experiment and was excluded. Video creators need to investigate the reasons behind this and improve the video quality. For example, businesses should focus on creating impactful message content with elements such as: an attractive, concise title, a clear and detailed product description, highlighting product differences, providing proof of product credibility and quality, and creating a sense of scarcity.

5.2.3. Influence of celebrities

The influencers in this experimental video had a positive impact on the purchasing behavior of young people in Taipei, confirming that this was a successful factor in the short video used in the experiment.

Choosing a celebrity for an advertising video should be based on scientific methods and strategies to optimize communication effectiveness and influence the target audience. Here are some common suggested methods: the celebrity should align with the brand, have high recognition and influence, possess a high level of trust and credibility, match the target customer group, fit within the company's budget, and a contract with legal terms should be established (including clauses for risk management if the celebrity encounters scandals that might affect the brand).

5.2.4. Perceived value

"Perceived value" is the most important factor influencing consumer decisions in this study. Therefore, businesses need to increase customer satisfaction by focusing on the core message of the brand. Additionally, businesses can increase perceived value by: capturing attention within the first 3 seconds, keeping the content simple and focused on a single message, using attractive visuals and effects, incorporating appropriate sound and background music, utilizing storytelling to connect emotionally, leveraging social proof, and making a strong call to action.

5.3. Limitations of the study and future research directions

The research was conducted on a relatively small scale with 200 participants aged 18-35 in Taipei, which means the results may not be representative of the entire consumer population in Taiwan, especially for different age groups, geographic areas, or income levels. Additionally, the product and video analyzed in this study, Downy fabric spray, is not representative of the entire product category or the broader product world.

When analyzing the regression model, only 56.3% of the variation in the dependent variable was explained, meaning 43.7% of the variation is influenced by other factors that this study did not identify.

Furthermore, this study did not explore cultural and lifestyle factors that could significantly affect purchasing behavior through the impact of short videos or not. This could be an interesting research direction in the future.

There is one really important independent variable: the “Certificate of Product Quality” has not mentioned in the current study and should be investigated deeply in the future research to see whether it impact to the buying behavior of the young Taipei consumers or not as well as its impacted level.

The research primarily focuses on the positive factors of short videos (content, product information, celebrities, interaction, perceived value). However, it has not addressed negative factors such as intrusive advertisements, misinformation, or the negative impact of FOMO.

An other shortcoming is that this study did not focus in-dept interview to explore questionable results.

To overcome the limitations mentioned above, future studies should expand the research scope, increase the number of survey participants from different regions, not just Taipei, and ensure the sample is representative of different age groups, geographic locations, and income levels. Instead of conducting research at a single point in time, future research could employ a longitudinal approach to track the purchasing behavior changes of the same group over time, or further explore the impact of short videos on different platforms (TikTok, Instagram, Facebook).

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Appendix

Appendix 1: Questionnaire (in English)

Part 1: Questionnaire 1

Code:.....

SURVEY 1

1. Have you ever used cloth spray?

☐ Ever ☐ Never

2. What is your interest in the following brands of aromatic fabric spray? (1: very unconcerned; 2: unconcerned; 3: normal; 4: concerned; 5: very concerned)

Circle into some of the things you think are correct:

W.Dressroom	1	2	3	4	5
Farcent	1	2	3	4	5
Denovo	1	2	3	4	5
Mumchit	1	2	3	4	5
Downy	1	2	3	4	5
Kao	1	2	3	4	5
Miniso	1	2	3	4	5
Suggle	1	2	3	4	5

Part 2: Questionnaire 2

Code.....

SURVEY 2

Part I – General information

1. Your gender?

- ☐ Male ☐ Female

2. What is your age?

- ☐ From 18 to 22 ☐ From 23 to 29 ☐ From 30 to 35

3. What is your current occupation?

- ☐ Student
☐ Lecturers, office staff
☐ Worker
☐ Freelance workers
☐ Other

4. What is your monthly income (including family allowance for students)?

- ☐ Less than 2 million VND
☐ From 2 – 5 million VND
☐ From 5 – 10 million VND
☐ Over 10 million VND

5. Your marital status?

- ☐ Single ☐ Married

Part II – Habits of using social networks

6. How often do you use social networks in 1 day?

- ☐ Less than 1 hour
☐ From 1 – 2 hours
☐ From 2 – 3 hours
☐ From 3 – 4 hours
☐ Over 4 hours

7. Which social media platform do you use most often?

- ☐ Facebook ☐ Tiktok
☐ Instagram ☐ Other

8. Do you often watch short advertising videos on social media platforms?

- ☐ Yes
☐ Occasionally

☐ No

9. Do you often make purchases after watching short advertising videos on social media platforms?

☐ Yes

☐ Occasionally

☐ No

Part III – Survey on the decision to choose Downy fabric spray after watching a short video

1 - Completely disagree

2 – Disagree

3 - No opinion

4 – Agree

5 - Completely agree

Please circle the number that best represents your opinion:

STT	Question	Encode	Level of Assessment				
			1	2	3	4	5
ND							
1	The content of the short, easy-to-understand video	ND1	1	2	3	4	5
2	Entertaining/trending videos	ND2	1	2	3	4	5
3	The situation in the video is very ordinary and close to me	ND3	1	2	3	4	5
4	The video conveys the message of the Downy brand	ND4	1	2	3	4	5
5	Downy Fabric Spray script stimulates my associations	ND5	1	2	3	4	5
6	The situation in the video makes me feel like I am experiencing a realistic Downy fabric spray	ND6	1	2	3	4	5
7	Video is invested in images, audio, and subtitles	ND7	1	2	3	4	5
TT							
8	Information about Downy fabric spray in a reliable video	TT1	1	2	3	4	5
9	The information about Downy fabric spray in the video is convincing	TT2	1	2	3	4	5
10	Authentic video information	TT3	1	2	3	4	5
11	The information in the video has the favor of Downy fabric spray	TT4	1	2	3	4	5
12	The information in the video helps me understand Downy fabric spray before buying it	TT5	1	2	3	4	5

13	The information in the short and easy-to-understand video helps me save time and money when buying	TT6	1	2	3	4	5
14	The information in the video helps me fully answer my questions about Downy fabric spray	TT7	1	2	3	4	5
NAH							
15	The person who appears in the video is the one who has a high number of followers and likes on social media	NAH1	1	2	3	4	5
16	The person who appears in the video is the one who regularly posts reliable similar products	NAH2	1	2	3	4	5
17	The character who appears in the video is the one who has clear reviews of the pros and cons of Downy fabric spray and makes me think that their assessment is correct	NAH3	1	2	3	4	5
18	The character appearing in the video may answer consumer questions about Downy fabric spray through replying to messages/comments	NAH4	1	2	3	4	5
19	The character who appears in the video is considered to be sociable and trustworthy	NAH5	1	2	3	4	5
TgT							
20	Videos with high customer engagement including likes, comments, and shares	TgT1	1	2	3	4	5
21	When I interact with others on video, I feel realistic and easy to gain consensus from others	TgT2	1	2	3	4	5
22	When interacting with others on short videos, I tend to trust the opinions of the majority	TgT3	1	2	3	4	5
23	The video is mostly positive reviews from people who have experienced Downy fabric spray	TgT4	1	2	3	4	5
CN							
24	I think I have understood the information about Downy fabric spray introduced in the video	CN1	1	2	3	4	5

25	The quality of Downy fabric spray mentioned in the video is reliable	CN2	1	2	3	4	5
26	I think I can buy the Downy fabric spray in the video as I expected	CN3	1	2	3	4	5
27	I think buying the Downy fabric spray in the video was the right decision	CN4	1	2	3	4	5
HV							
28	I will continue to watch the video to buy Downy fabric spray	HV1	1	2	3	4	5
29	I'll buy it after I've watched the video	HV2	1	2	3	4	5
30	I will prioritize purchases through short videos	HV3	1	2	3	4	5
31	I will introduce my relatives and friends to buy via video	HV4	1	2	3	4	5

32. How interested are you in Downy fabric softener?

(1: very dislike; 2: dislike; 3: normal; 4: like; 5: very like)

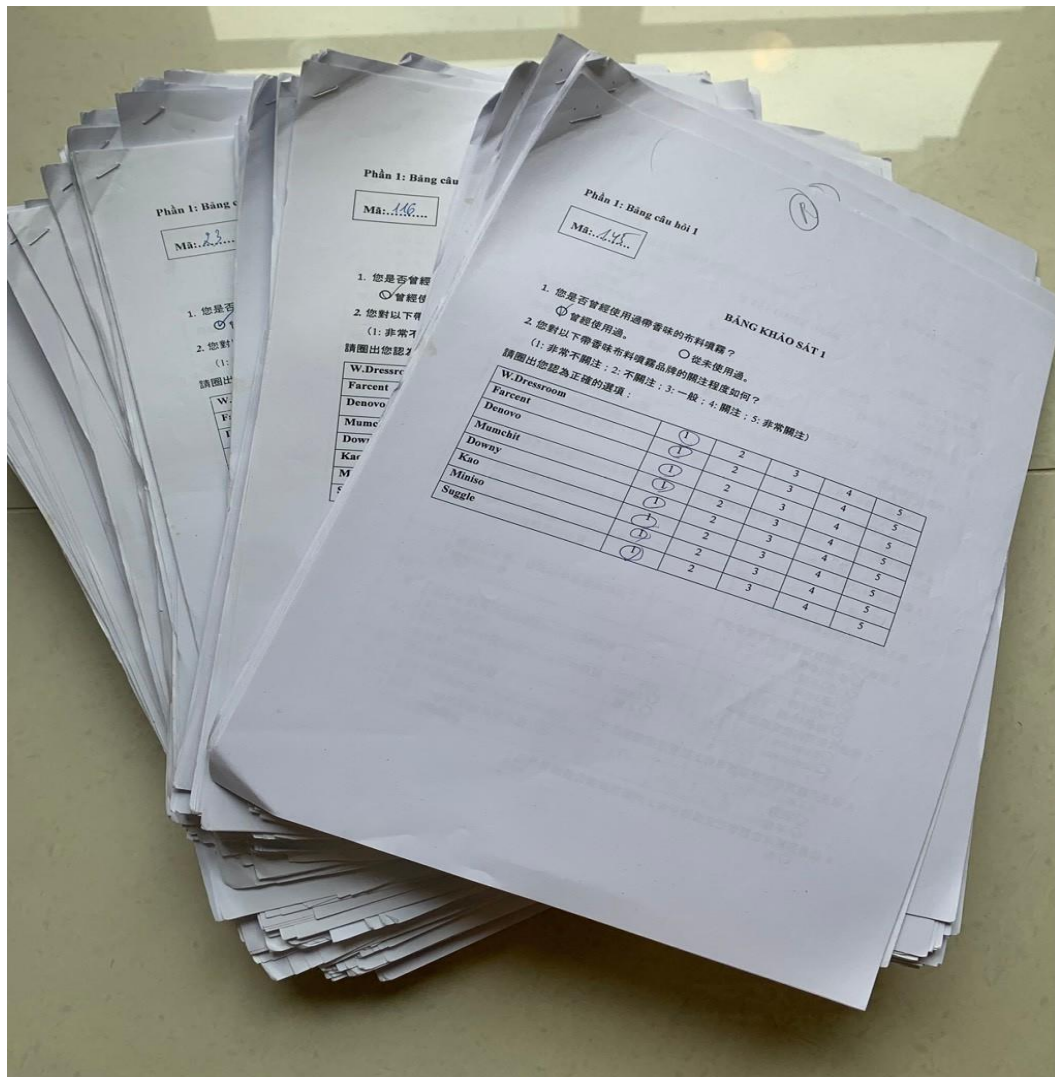
1	2	3	4	5
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Appendix 2

VIDEO FOR EXPERIMENT



COLLECTED QUESTIONNAIRES



Appendix 3

DELIVER QUESTIONNAIRE



