

THE FACTORS INFLUENCING CONSUMER PURCHASING
DECISION TOWARDS SHORT VIDEO INFORMATION
FLOW ADVERTISING: A CASE STUDY OF
DOUYIN PLATFORM



MASTER OF BUSINESS ADMINISTRATION IN DIGITAL ECONOMICS AND
MANAGEMENT INNOVATION
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A INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION
IN DIGITAL ECONOMICS AND MANAGEMENT INNOVATION (INTERNATIONAL
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JIE LIU

THIS INDEPENDENT STUDY HAS BEEN APPROVED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION
IN DIGITAL ECONOMICS AND MANAGEMENT INNOVATION (INTERNATIONAL PROGRAM)

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ชื่อปริญญา	บริหารธุรกิจมหาบัณฑิต สาขาวิชาเศรษฐศาสตร์ดิจิทัลและนวัตกรรมกา รจัดการ (หลักสูตรนานาชาติ)
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บทคัดย่อ

การเกิดขึ้นของการตลาดดิจิทัลได้ปฏิวัติวิธีที่ผู้บริโภคมีปฏิสัมพันธ์กับแบรนด์ โดยการโฆษณาผ่านวิดีโอรูปแบบสั้นๆ ซึ่งเป็นกลยุทธ์สำคัญที่โดดเด่น เนื่องจากมีความกระชับและความสร้างสรรค์ งานวิจัยนี้ได้ศึกษาผลกระทบของโฆษณาวิดีโอสั้นต่อการตัดสินใจซื้อของผู้บริโภคที่ใช้แพลตฟอร์มโต่วอิน ประกอบด้วยปัจจัย 3 ด้าน ได้แก่ คุณค่าของการโฆษณา ลักษณะการสื่อสารแบบปากต่อปากอิเล็กทรอนิกส์ และความต้องการทางจิตวิทยา โดยใช้การสำรวจจากกลุ่มตัวอย่าง 400 คน ในเมืองเฉิงตู และวิเคราะห์ข้อมูลด้วยโปรแกรมสำเร็จรูปที่ใช้สำหรับการวิเคราะห์ข้อมูลทางสถิติ ผลการศึกษาพบว่า องค์ประกอบด้านความบันเทิง ความเป็นข้อมูล การโต้ตอบ และการมีส่วนร่วมของผู้ใช้มีอิทธิพลต่อการตัดสินใจซื้อ สามารถทำนายได้ร้อยละ 76.3 นอกจากนี้ องค์ประกอบด้านคุณภาพของวิดีโอ การสร้างภาพนามธรรม สิ่งดึงดูดใจด้านอารมณ์ และความน่าเชื่อถือของผู้สร้างเนื้อหาที่มีอิทธิพลต่อการตัดสินใจซื้อ สามารถทำนายได้ร้อยละ 77.9 ในขณะที่องค์ประกอบด้านความทันสมัย การโต้ตอบทางสังคม การตอบสนองเฉพาะบุคคล และอัตลักษณ์ตราสินค้า มีอิทธิพลต่อการตัดสินใจซื้อ สามารถทำนายได้ร้อยละ 77.3 ผลการวิจัยครั้งนี้ แสดงให้เห็นถึงผลกระทบที่ชัดเจนของโฆษณาวิดีโอสั้นๆ ที่มีต่อพฤติกรรมของผู้บริโภคในบริบทของการตลาดดิจิทัล

คำสำคัญ : มูลค่าการโฆษณา, การตัดสินใจซื้อ, วิดีโอสั้น, โต่วอิน

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ABSTRACT

The advent of digital marketing has revolutionized how consumers interact with brands, with short-form video advertising standing out as a pivotal strategy thanks to its brevity and creativity. This research examines the effects of short video advertisements on consumer purchase decisions within the Douyin platform, concentrating on three main areas: Advertising Value, Video-based eWOM (Electronic Word Of Mouth) Features, and Psychological Needs. Utilizing a survey of 400 residents from Chengdu and analyzing the data through SPSS, the study found that aspects such as entertainment, informativeness, interactivity, and user engagement account for 76.3% of the variance in purchase decisions. Furthermore, factors including video quality, visualization, emotional appeal, and the credibility of the content creator contribute to 77.9% of the decision-making process, while elements such as trendiness, social interaction, customization, and brand identity explain 77.3%. These results underscore the profound impact that short video advertisements can have on consumer behavior within the realm of digital marketing.

Keywords : Advertising Value, Consumer Purchasing Decisions, Short Video, Douyin

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TABLE OF CONTENTS

	Page
ABSTRACT (THAI).....	C
ABSTRACT (ENGLISH).....	D
ACKNOWLEDGEMENTS	E
TABLE OF CONTENTS	F
LIST OF TABLES	I
LIST OF FIGURES	K
CHAPTER I INTRODUCTION.....	1
Research Background	1
Research Questions	4
Research Objectives	4
Scope of Study.....	5
Research Significances.....	5
Definition of Terms	6
CHAPTER II LITERATURE REVIEW	8
The Trend of Douyin in China: A Detail View at the Chinese Short-Video App	9
Uses and Gratifications Theory.....	13
Short Video and short video marketing	14
Effective Douyin Marketing.....	18
Concepts, Theories, and Research Related to Advertising Value	20
Concepts, Theories, and Research Related to Video-based eWOM Features	23
Concepts, Theories, and Research Related to Psychological Needs	24

Concepts, Theories, and Research Related to Consumer Purchasing Decisions.....	26
Related Research	27
Research Framework	30
Hypothesis Development.....	30
CHAPTER III RESEARCH METHODOLOGY	32
Research Design.....	33
Population and Sampling.....	33
Research Instrument	35
Quality Testing of Research Instruments.....	39
Data Collection.....	42
Data Analysis.....	43
Research Duration.....	44
CHAPTER IV RESULT	45
Descriptive statistical analysis	45
Verifying Preliminary Assumptions for the Regression Model.....	65
Inferential Data Analysis for Hypothesis Testing.....	71
CHAPTER V CONCLUSION, DISCUSSION AND RECOMMENDATION.....	81
Conclusion.....	81
Discussion	83
Research Significant	84
Limitation of the Study.....	85
Recommendation and Future Research	86
REFERENCES	88
APPENDIXES.....	100

APPENDIXES A ENGLISH QUESTIONNAIRES	101
APPENDIXES B CHINESE QUESTIONNAIRES	114
CURRICULUM VITAE	125



LIST OF TABLES

	Page
Table 1 Cronbach alpha of pilot study.....	40
Table 2 Cronbach alpha	41
Table 3 Research Duration	44
Table 4 Frequency statistics for demographic characteristics classified by gender	46
Table 5 Frequency statistics for demographic characteristics classified by age	46
Table 6 Frequency statistics for demographic characteristics classified by marital status.....	47
Table 7 Frequency statistics for demographic characteristics classified by education	47
Table 8 Frequency statistics for demographic characteristics classified by income ...	48
Table 9 Frequency statistics for demographic characteristics classified by career	48
Table 10 Frequency statistics for demographic characteristics classified by frequency of using the Douyin application.....	49
Table 11 Mean and Standard Deviation of advertising value	49
Table 12 Mean and standard deviation of Entertainment in Advertising value.....	50
Table 13 Mean and standard deviation of Informativeness in Advertising value.....	51
Table 14 Mean and standard deviation of Media Interactivity in Advertising value ...	52
Table 15 Mean and standard deviation of Engagement in Advertising value	53
Table 16 Mean and Standard Deviation of Video-based eWOM Features.....	54
Table 17 Mean and standard deviation of Video Information Quality in Video-based eWOM Features.....	55

Table 18 Mean and standard deviation of Product information visualization in Video-based eWOM Features	56
Table 19 Mean and standard deviation of Video emotion polarity in Video-based eWOM Features.....	57
Table 20 Mean and standard deviation of Video publisher credibility in Video-based eWOM Features.....	58
Table 21 Mean and Standard Deviation of Psychological Needs.....	59
Table 22 Mean and standard deviation of Fashion in Psychological Needs	60
Table 23 Mean and standard deviation of Socialization in Psychological Needs.....	61
Table 24 Mean and standard deviation of Personalization in Psychological Needs...	62
Table 25 Mean and standard deviation of Branding in Psychological Needs.....	63
Table 26 Mean and standard deviation of Consumer Purchasing Decisions	64
Table 27 Assessing Normality through skewness and kurtosis.....	65
Table 28 Correlation Analysis of independent and dependent variable	66
Table 29 Multicollinearity of independent and dependent variable.....	70
Table 30 ANNOVA Test of Advertising Value.....	72
Table 31 Multiple Regression Analysis of Advertising Value	72
Table 32 ANNOVA Test of Video-based eWOM Features	74
Table 33 Multiple Regression Analysis of Video-based eWOM Features.....	74
Table 34 ANNOVA Test of Psychological Needs.....	76
Table 35 Multiple Regression Analysis of Psychological Needs.....	76
Table 36 Summary of Hypothesis.....	78

LIST OF FIGURES

	Page
Figure 1 Estimated number of Douyin (TikTok) users in China from 2021 to 2025.....	3
Figure 2 Logo of Douyin (TikTok).....	10
Figure 3 Features of Douyin (Tik Tok).....	12
Figure 4 Benefit of Douyin Marketing	15
Figure 5 Advertisement in Douyin (TikTok).....	17
Figure 6 Guidelines for succeed in Douyin marketing	18
Figure 7 AIDA Model	22
Figure 8 Technology Acceptance Model.....	24
Figure 9 Maslow's hierarchy of needs	25
Figure 10 Theory of Planned Behavior	27
Figure 11 Research Framework.....	30

CHAPTER I

INTRODUCTION

Research Background

In the dynamic landscape of the digital economy era, the recent shift from offline to online activities, catalyzed by the COVID-19 pandemic, has redefined consumer behavior. The evolving circumstances, marked by home-centric lifestyles, present unique challenges and uncertainties, including inflationary pressures and geopolitical dynamics. Consumer preferences fluctuate between online and offline platforms driven by the desire for tactile experiences and convenience, with considerations such as product examination and the avoidance of shipping fees influencing these shifts. Despite a slower year-on-year growth, Southeast Asia's eCommerce gross market value is expected to surge from US\$129 billion in 2022 to US\$280 billion in 2027, showcasing a robust CAGR of 17%. Projected growth in the region's digital consumer base is substantial, reaching 402 million by 2027, representing 88% of the population aged 15 and above. Amid global challenges, Southeast Asia is anticipated to exhibit resilience, with favorable projections for real GDP growth, inflation rates, and an expanding working population. These factors, coupled with the region's competitiveness in export growth and as an investment destination, position Southeast Asia for accelerated consumption per capita, outpacing GDP per capita throughout the forecast period until 2030 (Meta and Bain & Company, 2022).

In the context of China's transformative digital economy, which has yielded remarkable accomplishments and exerted a profound impact on enterprise innovation, there is a growing global fascination with the unfolding digital era. This surge is particularly attributed to the positive advancements within the manufacturing industry and network infrastructure, as highlighted in the Digital Economy Report 2021 by UNCTAD. This report underscores the pivotal role of the data-driven digital economy in the rapid evolution of technologies such as data analytics, artificial intelligence, blockchain, Internet of Things, and cloud computing. Simultaneously, a recognition is emerging that the influence wielded by dominant global platforms extends beyond the conventional domains typically addressed by competition interventions, encompassing broader economic, societal, and political implications (Moore & Tambini, 2018). In the domain of advertising, techniques historically designed for traditional media are explicated through foundational

marketing theories. However, propelled by rapid technological advancements, advertising channels are swiftly transitioning from traditional broadcast to the digital realm. In the current landscape, Social Media, with platforms like YouTube at the forefront, has assumed a prominent role in hosting a substantial share of advertising content. This shift underscores the evolving dynamics of advertising strategies in response to the growth of digital technologies.

A paradigm shift in the field of digital marketing may be seen in short video information flow advertising (Lies, 2019). This creative advertising strategy has become a potent tool for winning over customers in a time when attention spans are shortening and the digital world is becoming more congested (Cano et al., 2023). It offers a vibrant channel for information dissemination and product or service promotion through the skilful use of short-form videos. Short video information flow advertising is a dynamic and flexible digital marketing method that depends on concision and originality (Xu et al., 2019). It takes advantage of the growing popularity of short videos to combine gripping stories, captivating imagery, and brief content. These short video clips are the main focus of this marketing campaign because they are brief, interesting, and simple to consume (Zhang, 2021). It is crucial to grab and hold the audience's interest in a matter of seconds, and the profitability of such campaigns depends on the capacity to leave a lasting impression in a brief length of time.

The growth of specialized short video applications and social media platforms is inextricably related to the rise of short video information flow advertising (Bhandari & Bimos, 2022). Brands and marketers have come together to create content that melds perfectly with the user-generated video stream on platforms like TikTok (Chinese version Douyin) (Jaipong, 2023). These channels are conducive to creative expression, and clever marketers have taken advantage of their ability to connect with people on a personal and relevant level. Douyin is a prime example of the brief video information flow advertising that is reshaping the landscape of digital marketing (Su, 2023). How brands interact with consumers is changing due to its capacity to convey succinct and memorable messages through visually appealing and engaging content. Douyin's amazing climb to prominence as an entertainment and advertising powerhouse highlights the format's capacity to engage and enthrall viewers in an era of information overload. Short video information flow marketing is still an effective and dynamic tactic for organizations looking to thrive in the digital sphere as Douyin develops and innovates (Miao et al., 2023).

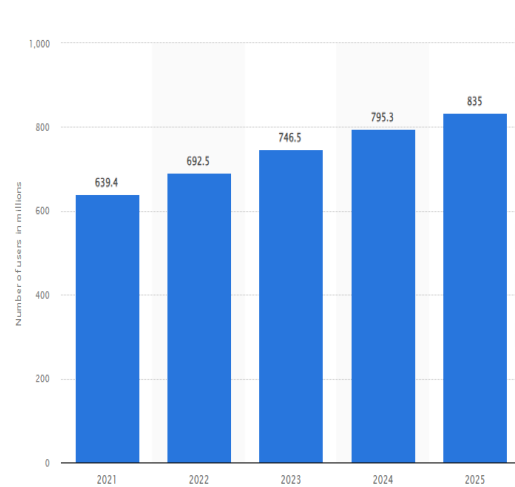


Figure 1 Estimated number of Douyin (TikTok) users in China from 2021 to 2025

Source: Thomala, 2022

Consumer engagement behavior in short-form video information flow advertising is a measure of how much viewers engage with, interact with, and are influenced by the content they see (Araujo et al., 2022). The acts covered by this behavior range from liking and sharing videos to commenting, responding to calls to action, and even making decisions about purchases. It is an illustration of how well a marketing effort did in grabbing and holding the viewer's interest. The brevity of short video content is one of the key elements influencing consumer engagement behavior. These advertisements are made to make an effect and transmit information in a brief amount of time, frequently just a few seconds (Falgoust et al., 2022). Customers must therefore decide how engaging the material is in just a couple of seconds, swiftly evaluating its value and relevancy. For the content to be effective in this brief length, it must be immediately engaging, aesthetically pleasing, and highly memorable (Yang et al., 2019). Short video information flow advertising's creative and storytelling components are crucial in influencing consumer engagement (Dessart & Pitardi, 2019). Good storytelling may make the subject matter approachable and memorable by creating an emotional connection with the audience. Viewers may be persuaded to engage with an advertisement by sharing, leaving comments, or doing the required action by the use of compelling images, narrative arcs, humor, or suspense.

While the current landscape of the digital economy and short video information flow advertising on platforms like Douyin has been extensively discussed,

there remain several key research problems and unanswered questions that warrant further investigation. One notable gap revolves around a comprehensive understanding of the intricate factors influencing consumer engagement behavior in the context of short video content. Although existing literature acknowledges the significance of elements such as concision, originality, and visual appeal, a nuanced exploration into the specific aspects that drive consumer engagement in brief video advertising is lacking. Furthermore, the dynamics of how social factors interplay with advertising strategies and influence consumer behavior on these platforms present a multifaceted challenge that requires closer scrutiny.

In addition, the evolving nature of the digital landscape, coupled with the rapid development of short video applications like Douyin, raises questions about the longevity and adaptability of current advertising tactics. Understanding how these platforms and advertising strategies may continue to evolve, and their potential impact on consumer behavior, remains an unexplored territory. As these challenges persist, the aim of this study is to delve into these research problems, offering insights that contribute to a more nuanced understanding of consumer engagement in short video information flow advertising and providing guidance for marketing professionals navigating this ever-changing digital terrain.

Research Questions

What factors significantly impact consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform?.

Research Objectives

This research is guided by a set of essential objectives.

1. To analyze the influence of advertising value on consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.
2. To examine the impact of video-based eWOM features on consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.
3. To assess the influence of psychological needs on consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

Scope of Study

The scope of study are divided into four parts which are describe below:

Scope of Demography

The population under investigation in this research includes consumers who have made purchases on the Douyin platform after encountering short video information flow advertising within Chengdu, Sichuan province, China. The precise numerical count of this population remains unknown but is considered substantial.

Scope of Area

The study is conducted in Chengdu Sichuan province China.

Scope of Content

The variables related to the “factors influencing consumer purchasing decision towards short video information flow advertising in the digital economy era: a case of douyin platform” research are as follows:

Dependent Variables: Consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

Independent Variables: The Advertising Value (Entertainment, Informativeness, Interactivity, Engagement), Video-based eWOM Features (Video information quality, Product information visualization, Video emotion polarity, Video publisher credibility) and Psychological Needs (Fashion, Socialization, Personalization, Branding).

Scope of Time

The total research duration will of five month which is from November 2023 to March 2024. In November 2023 start of research with review of the literature. In January 2024 finish the chapter 1 to 3 and prepare for defence. February 2024 data collections and data analysis and in march 2024 ready for final defence and prepare for article publication.

Research Significances

The significance of this research extends beyond the boundaries of academic inquiry, reaching into the realms of marketing practice, business strategy, and digital advertising policies. By unraveling the intricate threads that weave the fabric of

consumer behavior in the digital economy, this study offers multifaceted contributions that resonate with various stakeholders.

1. **Advancement of Academic Understanding:** This research contributes to the academic knowledge base by delving into the intricacies of consumer behavior within the digital economy. Through a comprehensive analysis of advertising value, Video-based eWOM features, and Psychological Needs, it enhances our understanding of the factors influencing consumer purchasing decisions.

2. **Practical Insights for Marketers:** The findings of this study offer actionable insights for marketers operating in the digital advertising landscape, particularly within platforms like Douyin. Marketing professionals can leverage these insights to refine their strategies, ensuring more effective and targeted consumer engagement.

3. **Strategic Guidance for Businesses:** Businesses can strategically benefit from the research outcomes. The study provides insights that can guide businesses in tailoring their advertising content to better align with evolving consumer preferences, fostering more impactful interactions in the ever-changing digital sphere.

4. **Implications for Digital Marketing Policies:** The research holds implications for digital advertising policies. Understanding the impact of factors such as advertising value and Video-based eWOM features on a global platform contributes to ongoing discussions regarding regulatory frameworks and interventions in the dynamic realm of digital marketing.

Definition of Terms

1. **Advertising Value:** Advertising Value on Douyin is the holistic impact of short video information flow advertising, involving subjective enjoyment, effectiveness as an informative source, dynamic interactivity, and active viewer engagement.

2. **Video-based eWOM Features:** Video-based eWOM Features on Douyin involve evaluating the precision, credibility, relevance, comprehensibility, and timeliness of information (Video information quality), comprehending nuanced product details in short review videos (Product information visualization), being captivated by positive emotional tones in short video content (Video emotion polarity), and perceiving the credibility of entities sharing such content (Video publisher credibility).

3. **Psychological Needs:** Psychological needs on Douyin include admired goods with attention to fashion elements, positive social relationships, intuitive

personalization in short video ads, and the impact of product brands on consumer behavior.

4. Consumer Purchasing Decisions: Consumer Purchasing Decisions in this context involve recalling, comprehending, and emotionally engaging with products featured in Douyin's short videos, fostering individual impulsive considerations and communal sharing of product information within the dynamic realm of short video information flow advertising on the Douyin platform.

5. Short Video Advertising: The marketing of goods, services, or brands through quick videos, usually lasting a few seconds to a minute, is known as short video advertising. These little films are meant to grab viewers' attention right away and provide important points in an interesting way.

6. Digital Economy: An entrepreneur is defined as an individual who identifies market needs, undertakes financial risks, and initiates the creation or innovation of goods and services, particularly within the context of e-commerce, where entrepreneurs establish online businesses and utilize digital platforms to market and sell products or services, embodying characteristics such as innovation, leadership, adaptability, and a willingness to navigate the challenges associated with starting and managing a new venture.



CHAPTER II

LITERATURE REVIEW

In this chapter, the digital economy era's short-form video information flow advertising purchases, especially on platforms such as Douyin, are influenced by several elements that mirror the dynamic changes in consumer behavior within the rapidly expanding digital environment. The literature review delves the role of Douyin that influence the customer purchasing decision. To offer a comprehensive analysis of this phenomenon, the incorporate a range of theories, The ensuing sections offer detailed insights into these aspects:

1. The Trend of Douyin in China: A Detail View at the Chinese Short-Video App
2. Uses and Gratifications Theory
3. Short Video and short video marketing
4. Effective Douyin Marketing
5. Concepts, Theories, and Research Related to Advertising Value
6. Concepts, Theories, and Research Related to Video-based eWOM Features
7. Concepts, Theories, and Research Related to Psychological Needs
8. Concepts, Theories, and Research Related to Consumer Purchasing Decisions
9. Related Research
10. Research Framework
11. Research Hypotheses

In the labyrinth of the digital economy, where consumer preferences shape and are shaped by rapidly evolving technologies, a comprehensive understanding of the factors influencing purchasing decisions becomes imperative. This chapter serves as a compass, guiding our exploration into the scholarly terrain that lays the foundation for the present study on consumer behavior within the dynamic landscape of the digital economy, with a specific focus on short video information flow advertising on the Douyin platform. As the heartbeat of academic inquiry, this chapter delves into an extensive body of literature that not only elucidates the nuances of consumer behavior but also illuminates the transformative impact of digitalization on advertising strategies. By synthesizing diverse perspectives and empirical findings, this chapter aspires to construct a robust conceptual framework that underpins the empirical investigation to follow.

The literature review unfolds in three distinct movements. First, it navigates the broader landscape of the digital economy, unraveling the intricacies of the recent shift from offline to online activities catalyzed by global events and the resultant reshaping of consumer behavior. Second, it peers into the realm of advertising theories, tracing the historical trajectory from traditional broadcast to the digital realm and spotlighting the role of social media platforms, particularly Douyin, in hosting a significant share of advertising content. The third movement takes a closer look at the paradigm shift embodied in short video information flow advertising—a dynamic and flexible digital marketing method that thrives on concision and originality. This section seeks to grasp the essence of this creative advertising strategy, its evolution, and its pivotal role in engaging consumers within the digital cacophony.

In essence, this chapter invites readers on a journey through the theoretical landscapes that frame and inform our understanding of consumer behavior in the digital era, laying the groundwork for a nuanced investigation into the factors influencing consumer purchasing decisions on the Douyin platform. The subsequent sections provide comprehensive insights into various dimensions of the subject:

The Trend of Douyin in China: A Detail View at the Chinese Short-Video App

Chinese short-video app Douyin has become a technological and popular trend in the quickly changing social media and entertainment scene (Kaye et al., 2021). Douyin, referred to as TikTok outside of China, has captivated the interest of millions of people worldwide and changed the way we watch and produce information. ByteDance, a Beijing-based software company, created the Douyin platform, which appeared publicly in September 2016 and quickly gained notoriety inside China's digital ecosystem (Mishra et al., 2022). The magic of the program rests in its simple interface and addictive qualities, which enable users to make and share little films that are frequently enhanced with upbeat music and imaginative effects (Yang & Zilberg, 2020). In a nation where online trends proliferated like wildfire, Douyin offered the ideal stage for people to display their skills, sense of humor, and inventiveness. The young of China swiftly adopted this short-video software as their preferred platform (Zhang & Han, 2022). The prosperity of Douyin cannot be attributed to its cultural influence alone. The app offers cutting-edge technologies in the background that improves user experience. The platform's system uses artificial intelligence and machine learning to adapt content to user preferences. Users are

engaged longer because to this tailored feed, which increases user retention and session length.

The lip-syncing and gesture detection technology used by Douyin is one of its most notable features (Petrovic, 2023). This makes it possible for anyone to quickly and easily create engaging videos, regardless of artistic ability. The music and filter libraries in the app provide developers more tools to generate visually and aurally interesting material. Users may collaborate and remix content using the app's real-time communication features, like "Duet" and "Stitch," which strengthens the sense of community among users. Unquestionably changing the face of short-video platforms, Douyin has had a significant impact on the worldwide digital scene (Zhang et al., 2021). Its capacity to adjust to shifting consumer tastes, deal with regulating issues, and uphold the innovative spirit that has rendered it a cultural and technological icon will determine its success. Whether see Douyin as a center for amusement, a place to find inspiration, or a worldwide sensation, its journey is not quite done and it will continue to be a force to keep up alongside in the digital world.

A dominant force in the social media space, Douyin, in many regions of the world, has gained worldwide fame (Sun et al., 2022). Millions of users have been drawn into its captivating and addicting universe, capturing their interest and affection on a global scale. People are driven to Douyin for a variety of reasons. Beginning with its user-friendly layout and the simplicity with which people may create and share content, Douyin's appeal is largely attributed to these factors (Zhou & Liu, 2022). People of various ages and technological experiences can use the platform because it is straightforward to use. Users may add numerous artistic filters, music, and sound effects and produce quick, interesting films with a few simple touches (Sonnen, 2022). Users can easily convey themselves and their ideas because of our quick and simple content creation method. The short, snappy video style of Douyin fits in perfectly with the hectic pace of modern life in a world wherein attention spans are getting shorter.



Figure 2 Logo of Douyin (TikTok)

Source: Author gathers from different source

Additionally, a significant factor in Douyin's success is its algorithm-based content suggestion system (Sun, 2022). The platform uses Advanced machine learning techniques to curate user-specific content feeds. In order to understand user preferences and interests, it examines user activity such as comments, shares, and likes. As a result, your material stream becomes more personalized and entertaining the more you interact with the site. This keeps viewers interested because they always find fresh, intriguing content that suits their tastes. Another significant lure of Douyin is the variety of its material. The website contains a wide variety of content, including entertaining lip-syncing videos, instructive how-to films, moving autobiographies, and captivating dance performances (Hu, 2023). Everyone may find something to enjoy because of this diversity, which inspires consumers to discover various content types and artists. People can explore various cultures, ways of life, and abilities across the world in this way, creating a sense of belonging. (Vizcaino-Verdu & Abidin, 2022).

Douyin's attraction is also greatly influenced by the feeling of community there. Comments, shares, likes, and duets are some of the ways that users can engage with content creators (Mendelson, 2023). A deep feeling of participation and belonging is fostered through Douyin's social and interactive aspects. Creators frequently amass devoted fan bases, and viewers form bonds with their preferred content creators, feeling linked to them on an impossible level with conventional media (Stone, 2023). Many users' social life starts to revolve around this online group.

Douyin's "endless scroll" feature, which seamlessly transitions one video into the next, is another factor contributing to its addictiveness (Kaye et al., 2022). Users may continuously find new material without interruptions thanks to this design, which keeps them interested for extended periods of time. With the platform's autoplay feature, it's simple to fall down a digital rabbit hole which can be challenging to climb out of.

Douyin also uses the influence of challenges and trends to keep consumers interested (Liu et al., 2023). The site frequently experiences the formation of viral competitions or trends, in which users take part by coming up with their own interpretation of a particular subject or dance. This sense of involvement and competitiveness may motivate users to be inventive and creative. It appeals to our innate need to belong to and be a part of something bigger than ourselves.



Figure 3 Features of Doyuin (Tik Tok)

Source: Author gathers from different source

Douyin videos' soundtracks and music play a part in their attractiveness (Shutsko, 2020). Users of the platform can add a wide variety of songs to their films, which frequently grow to be linked with particular issues or trends (Schellewald, 2021). As music can elicit emotions and memories, catchy songs and sound effects not only improve the videos but also establish a strong emotional connection. This audio element heightens the user experience overall and gives the material more depth. Douyin also uses humor and entertainment to their fullest effect (Yaqi et al., 2021). The most watched videos on the platform frequently have a hilarious, carefree, and lighthearted tone. The escape offered by Douyin offers much-needed joy and enjoyment in a world full of stress and difficulties. Since laughing is a universal language, many users find it appealing to be able to laugh along with millions of other individuals around the globe.

The platform's popularity is also fueled by its capacity to enable users to start their own content creation businesses (Zhang et al., 2023). Users can transition from passive consumers to active producers who share their imagination and stories

worldwide. The ability to have a voice and connect with a worldwide audience, frequently with having to pay for expensive equipment or a sizable following, is made possible by the democratization of content creation. It promotes a highly appealing sense of autonomy and self-expression. A key factor is the impression of virality on Douyin. Millions of people may see a video that becomes popular online, making its artist instantly famous (Haenlein et al., 2020). Users are continuously engaged using the platform in the hopes that their video will become the next big success because to the alluring lure of quick fame and recognition. Last but not least, Douyin has caught the worldwide mood of the day. It thrives in a time when connectedness is more important than ever, when quick, consumable content is king, and when visual communication rules supreme. The platform uses the interaction between technical development and human psychology, making it a suitable representation of modern culture (Karizat et al., 2021).

Uses and Gratifications Theory

Today, most mass communication academics accept the "uses and gratifications" (U&G) approach as a sub-tradition of media impacts research (McQail, 1994). An approach was created in the early stages of communications research to explore the gratifications that attract audiences to the types of media and content that satisfy their social and psychological requirements. Much early impacts research was conducted using an experimental approach with the goal of discovering general lessons about improved communication or the unintended repercussions of messaging. Other media effects studies attempted to find audience motivation and selection patterns for new mass media.

According to (Windahl, 1981) attempted to theoretically promote U&G. He argued in "Uses and Gratifications at the Crossroads" that the primary difference between the traditional media effects approach and the U&G approach is that a media effects researcher studies mass communication from the perspective of the media, whereas U&G researchers study mass communication from the perspective of the audience. It is argued that emphasizing similarities rather than differences was more advantageous for researchers, and he invented the term "consequences" to advocate the combination of the two techniques. As a result, he proposed that observations from the media and the use of media would provide a more relevant perspective. Windahl's method shifted the earlier U&G methodology to a more modern study.

According to the notion of uses and gratifications, humans are goal-directed in terms of their needs and motivations. According to the social and psychological literature, there are five categories of uses and gratifications needs that result in people's use of mass media, which include cognitive, affective, social integrative, personal integrative, and tension release functions (Katz et al., 1973). Cognitive requirements are associated with gaining information in order to gain knowledge or a better understanding. Affective requirements are associated with pleasant, pleasurable, and emotional experiences. Contact with family, friends, and others is related to social-integrative requirements. Personal-integrative demands are tied to individuals' need to be more credible and confident of their standing. Escape is related to tension release needs.

Today, most mass communication academics accept the "uses and gratifications" (U&G) approach as a sub-tradition of media impacts research (McQail, 1994). According to the notion of uses and gratifications, humans are goal-directed in terms of their needs and motivations. According to the social and psychological literature, there are five categories of uses and gratifications needs that result in people's use of mass media, which include cognitive, affective, social integrative, personal integrative, and tension release functions (Katz et al., 1973).

Short Video and short video marketing

Few platforms in the world of digital marketing have generated as much buzz as Douyin. Its quick ascent to become China's most well-known short-video platform has transformed how people consume information and created enormous marketing potential for companies looking to connect with a digitally aware audience. Its unparalleled attraction to young people is what distinguishes Douyin. Generation Z who are at the cutting edge of digital trends and developments, make up the majority of its user base (Su, 2023). Douyin has struck the perfect balance through its short videos, which is ideal for the digital era, in a world when attention spans are dwindling (Poell et al., 2021). Douyin is the appropriate marketing platform since this generation prefers short, bite-sized information, allowing marketers to communicate with consumers who value brevity, participation, and authenticity (Kaye et al., 2022).

Understanding Douyin's distinctive format is essential to mastering the art of marketing there (Dyrvik, 2023). Users scroll through an infinite feed of clips that range in length from 15 to 60 seconds, with short, interesting films serving as the content's core. With this style, marketers must be inventive and succinct. The difficulty lies in

creating material that can inform and entertain viewers while simultaneously delivering a strong message in a handful of seconds. Here, the craft of narrative has a prominent role. Successful Douyin marketing provides a compelling story to its audience rather than just promoting goods or services (Haenlein et al., 2020). The secret to developing content that is memorable is through storytelling, whether it be through humor, motivation or emotion.

The inherent virality of Douyin is another remarkable feature. The platform's algorithm gives priority to material that attracts users quickly. This implies that a well-made video can gain millions of views in a couple of hours by going viral (Okanovic & Agnes, 2023). It is impossible to overstate the influence of patterns and obstacles because taking part in them can greatly increase brand visibility. Brands can ride the current of virality and gain significant exposure if they embrace the opportunity and provide content that is in line with hot issues or challenges. Another outstanding feature of Douyin is the incorporation of e-commerce (Cui et al., 2023). Users can browse, pick, and buy things within the app thanks to an intuitive shopping function. This innovation has turned Douyin into a hub for e-commerce, allowing companies to promote and sell their items in a very interesting and dynamic way. The platform's ability to provide a clear and effective route from discovery to purchase has led to enormous success for e-commerce campaigns on Douyin (Biagiola, 2022). This feature offers marketers a plethora of chances to boost sales and brand loyalty. The three main benefits of Douyin marketing in this thorough investigation: Viral Potential, Engagement, and E-commerce Integration. These features not only demonstrate the platform's enormous appeal but also show how it may revolutionize the way firms increase their online visibility and generate cash.

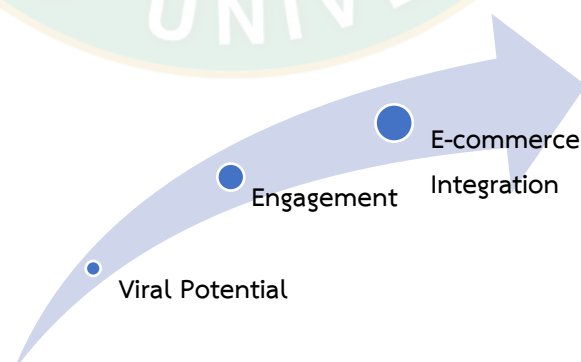


Figure 4 Benefit of Douyin Marketing

Source: Author gathers from different source

Viral Potential

The viral potential of Douyin marketing is one of its most alluring features (Du et al., 2022). Because of the platform's carefully honed algorithm, content is promoted quickly, enabling videos to become viral and gain a large following. The core of its content delivery system is the Douyin algorithm (Grandinetti & Bruinsma, 2022). To curate material, it continuously examines how users interact, preferences, and habits. This means that the algorithm will positively push your video to a wider audience if it meets the requirements of being interesting, entertaining, and relevant. The viral memes, trends, and contests that dominate Douyin are well known (Polanco et al., 2022). You may greatly improve the possibility of your content becoming viral by taking part in or producing material that connects with these trends. The visibility of your brand might be dramatically increased when your video becomes a part of a trend. Videos that follow these trends are inclined to receive shares, comments, and other user interaction, which increases their visibility (Moran et al., 2020). With Douyin's extensive worldwide reach across numerous nations and areas, your work has the potential to go viral not solely within your own country but also internationally (Su & Valdovinos, 2023). For business trying to grow globally, this can be very useful. The structure of the platform promotes originality and creativity. The briefness of Douyin films (usually 15 to 60 seconds) requires companies to be succinct and inventive with their message delivery. This limitation frequently produces more interesting and memorable material that has a higher chance of becoming viral. Having more people recognize your brand can result from your Douyin video going viral. Users who may not have been familiar with your brand before can do so, which may have a long-term impact on your whole marketing plan.

Engagement

The high level of platform user interaction is a key advantage of Douyin marketing (Zhong et al., 2023). Users spend a significant amount of their day on Douyin, thus there are many opportunities for the business to interact with the audience (Fung et al., 2022). This face-to-face communication not only makes your company more relatable, but it also strengthens the bonds of community amongst your fans (Boffone, 2021). Anyone may create a community about your brand on Douyin thanks to its active user base. This feeling of inclusion may encourage more advocacy and loyalty from your audience. The longer users stay on the platform for, the more likely it is that they will see your material (Grandonetti, 2021). Your

marketing activities may be more successful overall as a result of this enhanced exposure. Maintaining the user's focus is a crucial advantage in a cluttered digital environment. A wide variety of influencers from many niches may be found in Douyin (Wei, 2022). By collaborating with influencers who support your company, you may gain access to their engaged and devoted followers and expand your brand's credibility and reach.

E-commerce Integration

Due to the inclusion of e-commerce elements, Douyin has become a popular platform for companies, especially those operating in the e-commerce industry (Chen & Yang, 2023). Users' ability to make purchases straight from the app is one of Douyin's unique features (Ma & Hu, 2021). The ability to exhibit your products in your Douyin contents is made possible by this feature's smooth integration with e-commerce companies. The purchasing experience is greatly streamlined because users may make purchase without leaving the platform (Ngangom, 2020). Due to the ease of use, switching to a different website or app to make purchases might result in more revenue for e-commerce companies. The platform capitalizes on the psychology of purchasing on impulse with its short video format and e-commerce features (Chen & Yang, 2023). Within the same app, users may instantly see a product in use and decide whether to buy it. This works particularly well for goods that can be demonstrated through brief movies or that have engaging visuals. Live streaming is a function that is frequently used on Douyin for shopping events and live product demos.



Figure 5 Advertisement in Douyin (TikTok)

Source: Author gathers from different source

Businesses may communicate in real time with their audience, respond to inquiries, and engender a sense of urgency that can increase sales. The platform offers useful statistics and data to e-commerce companies (Ratu et al., 2022). To make your marketing plan more effective, you can learn about user behavior, monitor the effectiveness of your offerings, and make data-driven decisions (Saifullah et al., 2023). In the e-commerce industry, partnering with influencer for product marketing and review can be very successful. Influencers can sell things by demonstrating them for their followers and making reliable recommendations.

Effective Douyin Marketing

Understanding the platform's distinctive characteristics and responding to its different audience's interests are essential for effective Douyin marketing. Businesses require a deliberate strategy if they are to realize the full potential of this platform (Toscher, 2021). The four essential guidelines to help you succeed in your Douyin marketing efforts shown in figure 6.

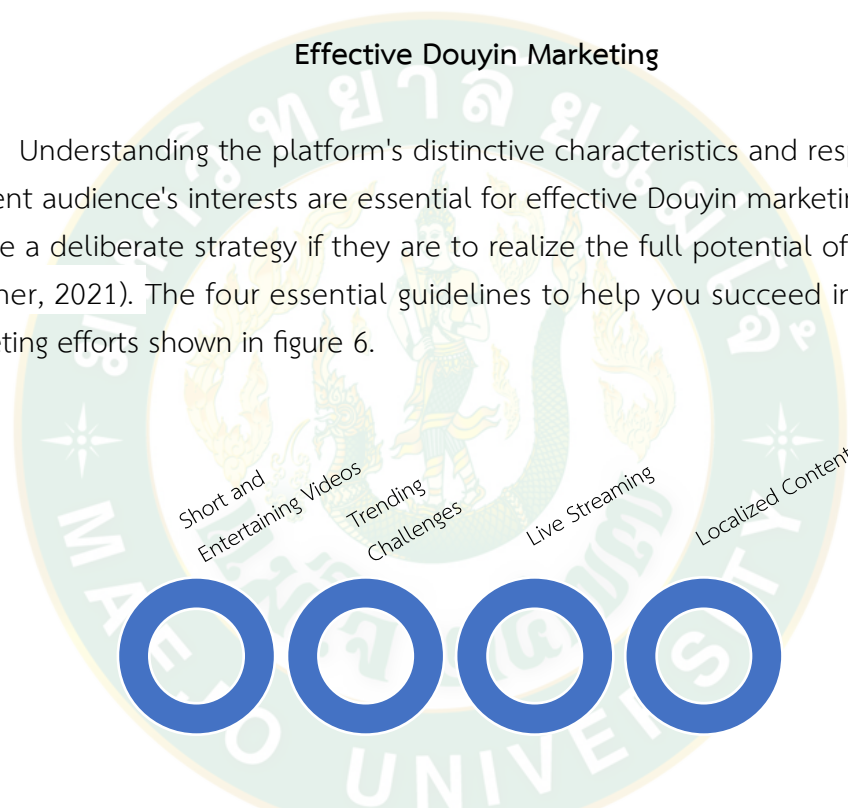


Figure 6 Guidelines for succeed in Douyin marketing

Source: Author gathers from different source

Short and Entertaining Videos

Douyin platform is built on material that is bite-sized and simple to consume (Belkaisse, 2023). Your films must be succinct, compelling, and retain the viewer's interest from their very first second if you want to have an impact. This format is perfect for making videos that are interesting or instructive in addition to being fun. Consider the task of delivering your message in the allocated time as a creative challenge. Start by attracting your audience's attention or posing a challenging question if you want to perfect this art. Utilize succinct storytelling to successfully

deliver your message, and consider using sound and music to improve the viewer's experience. Utilize effects, filters, and transitions to add visual originality to your videos (Petrovic, 2023).

Trending Challenges

One of Douyin's distinguishing characteristics is how common trending challenge and hashtags are (Kaye et al., 2021). The exposure and engagement of your content can be immediately increased by following these trends. To make the most of this useful tool, keep an eye on the "Discover" part of Douyin to spot hot hashtags and current challenges (Scholes, 2023). The best ally is creativity, so don't be afraid of thinking outside of the confines and add your own distinctive twist to current trends. Consistency is key; if discover a challenge that complements your brand or a message, take part frequently to keep your name in the conversation. Last but not least, make sure that your information is still pertinent to the problem and the larger audience that is interested in it. You may greatly increase your visibility and make connections using an audience that is actively interested in the trend by taking advantage of trending challenges (Dodini, 2023).

Live Streaming

A fantastic opportunity to engage with others in real-time is provided by Douyin's live streaming feature (Chen et al., 2022). It serves as a platform for showcasing your goods, responding to inquiries, and developing a relationship with your audience. Users are more likely to interact with your company when live broadcasting since it fosters an aura of hurry and FOMO (Fear of Missing Out). It's crucial to prepare in advance to get the most out of Douyin live streaming (Lu, 2022). Prepare well-organized and interesting live streams, such as product presentations, Q&A sessions, or important announcements. Respond to comments, queries, and shout-outs from viewers while the stream is live to engage them (Brach, 2020). Consistency is key to growing a loyal following on Douyin; keep viewers interested by sticking to a regular broadcast schedule. To build anticipation and audience, advertise your forthcoming live streams in advance. To encourage interaction, consider providing special discounts or incentives to viewers throughout the live stream. The audience can be directly and personally connected with by live streaming on Douyin, which can ultimately improve sales and brand loyalty (Chen, 2022).

Localized Content

Understanding the local language, culture, and trends is essential for producing material that appeals to the Chinese audience in the ever-changing environment of Douyin (Grandinetti, 2021). The marketing efforts will be well-received and attentive to cultural differences thanks to localization. An in-depth knowledge regarding the local culture is essential for successful Douyin marketing (Dyrvik, 2023). Slang and language play a significant part in this context, and successfully employing the Chinese language can significantly increase the engagement. Additionally, including slang as well as phrases that are in-demand with those who are your audience can increase the relatability and appeal of your content. Equally important is cultural sensitivity, as it's crucial to comprehend the subtleties, traditions, and practices of Chinese culture to prevent any unintentional slipups that can be construed as insulting. It's important to consider the cultural context within which your material is presented in addition to the language used.

The key to producing content that fits the present cultural environment also lies in keeping up with Chinese trends, vacations, and festivals (Liu et al., 2022). You can greatly increase your visibility and engagement among the local audience by timing your marketing initiatives to coincide with pertinent cultural events (Kaye et al., 2022). Lastly, geographic relevance is useful if the market you are targeting includes particular areas of China. The interact with the audience on a more regional and personal level by adapting your content to the distinct preferences along with interests of these locations. This will increase audience engagement and resonance. The brand will be better positioned for success in the cutthroat world of Douyin marketing if you pay attention to the aforementioned cultural and regional nuances (Andjelic, 2020). It will also show respect the local culture.

Concepts, Theories, and Research Related to Advertising Value

An important indicator of the success and influence of marketing campaigns aimed at promoting goods or services is advertising value. It includes an advertisement's capacity to connect with its intended audience, build brand recognition, and eventually influence customer behavior. With so much information available to us, commercials act as a conduit between companies and customers, trying to deliver messages that are both attention-grabbing and useful. Advertising value is important because it affects sales right away, but it also has long-term effects on customer loyalty and brand impression.

Delivering a message that appeals to the target audience is the fundamental component of advertising value. The success of an advertisement depends on its capacity to captivate listeners and create a lasting impression, whether it is distributed through conventional media channels like radio, television, and print or more contemporary digital platforms like social media and online advertising. A high advertising value indicates that the presentation's overall style, substance, and graphics suit the tastes and requirements of the target audience. The advertisement should arouse feelings in the viewer in addition to providing information to establish a bond between the company and the product.

Brand awareness, or how well a target audience knows and can recall a particular brand, is a key component of advertising value (Makrides et al., 2020). A powerful advertisement helps the consumer remember the brand rather than just promoting a product or service. Brand recall becomes a powerful tool for influencing consumer choices when they have options in the market. Because memorability improves perception and overall brand identification, advertising value rises with memorability.

Furthermore, the value of advertising goes beyond its direct effect on sales. An effective advertisement helps to increase brand equity, the intangible value attached to a company's name. Good brand equity gives a business a competitive edge, increases its capacity to charge higher prices, and cultivates consumer loyalty. It is an investment that pays off over time as customers grow to trust and like a company as a result of their interactions and experiences, which are frequently sparked by successful marketing initiatives. When assessing the value of advertising in the digital age, measurements and analytics are crucial. Different technologies are used by marketers to gauge the effectiveness of their efforts in terms of reach, engagement, and conversion rates. Advertising can be more targeted based on performance measures thanks to social media platforms, which offer real-time data on user interactions. In addition to aiding in the optimization of ongoing campaigns, the capacity to monitor and evaluate these parameters helps to ensure a steady increase in the advertising value of future promotions.

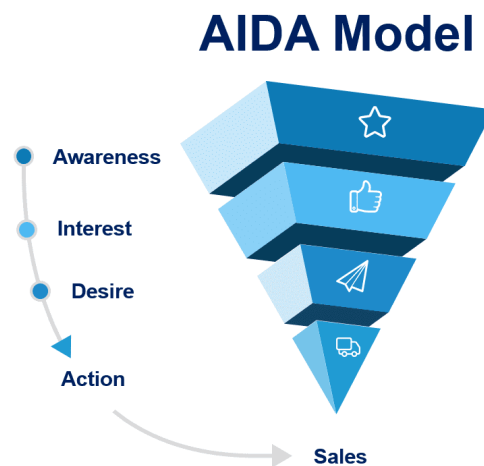


Figure 7 AIDA Model

Source: Wei et al. (2022)

Without a doubt, the AIDA model provides a methodical framework for making effective commercials and is a fundamental tool in the advertising and marketing industries (Mensah & Amenuvor, 2022). The AIDA paradigm, which stands for Attention, Interest, Desire, and Action, offers a methodical approach to interacting with and swaying customers. During the first phase of "Attention," marketers want to draw in viewers by producing visually appealing, attention-grabbing, or intriguing material that makes people want to watch. After gaining the audience's attention, the emphasis moves to "Interest," where commercials aim to maintain interest by providing facts or stories that pique interest.

As the "Desire" phase approaches, marketers strive to generate a strong desire or want for the good or service they are endorsing. This entails emphasizing advantages, special selling propositions, or emotional appeals that connect or satisfy the audience. The "Action" stage of the AIDA model is where it all comes together. Here, the objective is to elicit a certain response from the audience, such making a purchase, signing up, or doing another desired action. The usefulness of the AIDA model is found in its capacity to lead marketers through a planned flow that corresponds with the organic development of customer choice. The AIDA model is a useful tool in the development of effective and compelling advertising campaigns because it allows advertisers to create messages that not only grab customers' attention but also lead them toward a desired goal by comprehending and utilizing each stage of the process.

Concepts, Theories, and Research Related to Video-based eWOM Features

Electronic word-of-mouth (eWOM) that is based on videos has become a potent and dynamic online communication tool that is revolutionizing the way people communicate their experiences and views about goods and services (Srivastava et al., 2021). Within the context of digital marketing, electronic word-of-mouth (eWOM) is the electronic dissemination of user-generated content, such as reviews or suggestions, on a product or brand. With its captivating and visual qualities, video material has emerged as a major electronic word-of-mouth (eWOM) medium. Its unique properties augment the efficacy and sway of online word-of-mouth communication.

The capacity to communicate rich and immersive content is one of the main characteristics that set apart video-based eWOM. Customers may present their experiences in a more genuine and thorough way with videos than they can with standard text-based reviews. Through visual aids like product demos, unboxing videos, or testimonials, users can convey subtleties and details that help viewers grasp a product or service more thoroughly. The abundance of visuals in the content not only increases its visual appeal but also strengthens its believability.

Another important component of video-based eWOM is the human element. When actual people talk about their experiences on camera, viewers relate to them more emotionally than when they read detached text critiques. Real and relatable communication is facilitated by body language, tone of voice, and facial emotions. By adding a personal touch, the content producer and the audience build trust, which increases the power of eWOM in influencing consumer impressions.

One thing that really makes video-based eWOM unique is interaction. Real-time interaction via comments, likes, and shares is possible on a lot of platforms that offer video content. Viewers can ask questions of the content creator directly, share their own experiences, and seek clarifications thanks to this two-way communication that promotes a sense of community. By generating a network effect as more viewers interact with the video, this interactive aspect not only improves the user experience but also increases the reach and impact of the eWOM.

One aspect of video-based eWOM that greatly increases its impact is its shareability. Shared video footage among users is very beneficial for social media networks. A powerful video review or suggestion has the ability to spread quickly to a large audience. The shareability factor increases the visibility and legitimacy of the

company by converting happy consumers into brand ambassadors and extending the positive eWOM's reach.

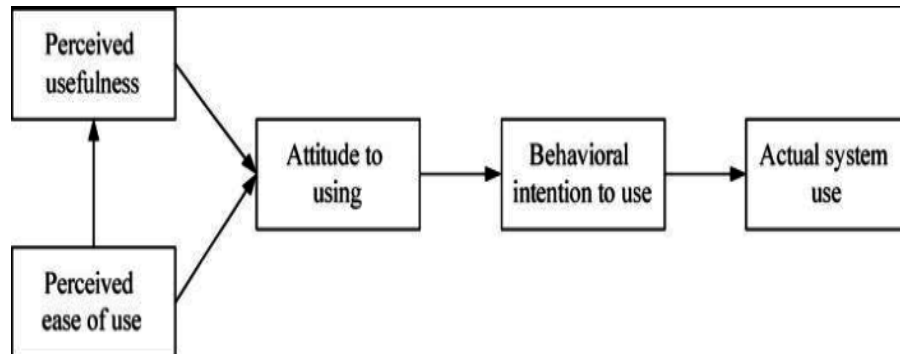


Figure 8 Technology Acceptance Model

Source: McCord (2007)

The Technology Acceptance Model is a useful paradigm for understanding how users embrace technology; it is especially relevant when discussing video-based electronic word-of-mouth (eWOM) (Elsafty & Elshaed, 2021). Ease of use is crucial for viewers interacting with video material since favorable attitudes are fostered by an intuitive interface and navigation. Another important TAM aspect, perceived usefulness, emphasizes how crucial it is that viewers find the video material to be relevant and educational in order to influence their acceptance. Furthermore, even if it was not included in TAM at first, enjoyment is acknowledged as a significant aspect. When it comes to video-based eWOM, favorable attitudes are fostered via engaging and enjoyable material. When taken as a whole, these elements influence how viewers intend to use and feel about video-based eWOM, which in turn affects their behavior and interactions with the technology.

Concepts, Theories, and Research Related to Psychological Needs

It is essential to recognize and attend to psychological requirements if one is to support people's happiness and well-being. These needs, which have their roots in psychology theories and research, cover a wide range of factors that affect an individual's mental and emotional well-being. For instance, Maslow's Hierarchy of requirements delineates five fundamental tiers of psychological requirements that are cumulative in nature. Examining these demands helps us understand how people

behave and directs our efforts toward building spaces that support psychological fulfillment.

Physiological needs, which include necessities for survival like food, water, and shelter, are at the base of Maslow's Hierarchy. Meeting these requirements is essential for a person's physical well-being and serves as the cornerstone for addressing higher-level demands. Being without these necessities might cause tension, worry, and a weakened sense of wellbeing. In addition to being necessary for survival, meeting physiological demands also paves the way for people to achieve more advanced psychological objectives.

Maslow presented his hypothesis on how people satiate different personal needs in the context of their work in *Motivation and Personality*, which was first published in 1954. Based on his findings as a humanistic psychologist, he hypothesized that people generally follow the same pattern when it comes to recognizing and satisfying their needs. Additionally, he proposed the idea of prepotency, which holds that a person cannot identify or go after the next higher need in the hierarchy until their current need has been largely or fully met. In figure 9, Maslow's hierarchy of requirements is displayed. It is frequently represented as a pyramid, with the urge for self-actualization at the narrow top and the necessity for survival at the base (Maslow, 1970).

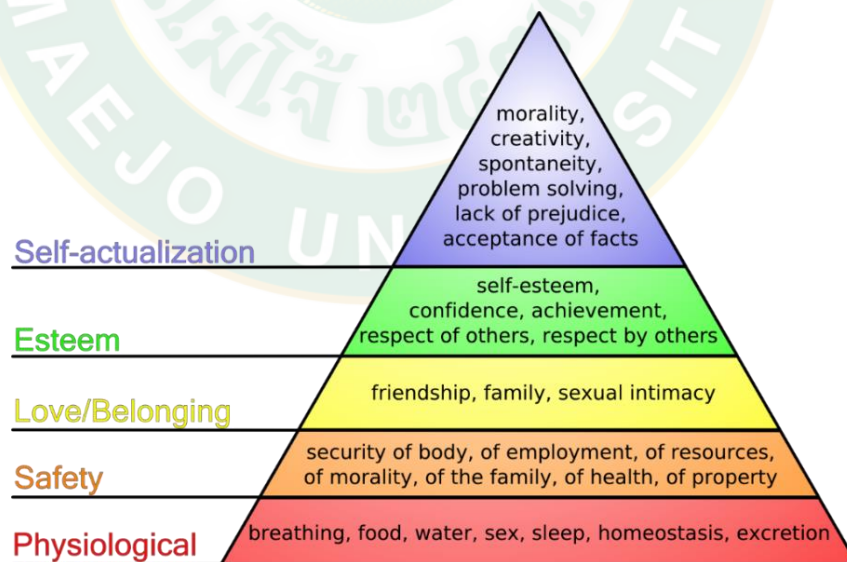


Figure 9 Maslow's hierarchy of needs

Source: Maslow (1970).

Various motivational literature claims that people frequently struggle to articulate what they want from a job on a continuous basis. Employers now tell workers what they want based on what management think the majority of people would want in a given situation, ignoring what people say they want. These choices have often been made in accordance with Maslow's hierarchy of requirements, which takes prepotency into account. An individual's employer supplies or offers opportunity to meet needs higher on Maslow's pyramid as they progress within the organization (Maslow, 1970).

Concepts, Theories, and Research Related to Consumer Purchasing Decisions

Consumer purchase decisions are intricate processes that are shaped by a number of variables that affect people's decisions about what products or services to buy. The influence of psychological elements on decision-making is one important consideration. Consumer views of items or brands are shaped by emotions, perceptions, and attitudes, which ultimately influence their purchasing decisions. Decisions made by consumers are also greatly influenced by social factors. Social media, word-of-mouth, and referrals from friends and family can influence people's decisions to use or avoid a specific good or service. In order to feel validated and reassured, consumers frequently consult their social circles before making decisions.

Consumer decisions are also greatly influenced by economic considerations including pricing, discounts, and perceived value for money. People compare the expenses of products to the benefits they believe they will receive, and affordability is frequently a deciding factor in purchasing decisions. Marketing efforts that are successful raise awareness, enhance brand perception, and change consumer behavior. These components, which can range from powerful imagery to persuading language, help mold the attitudes and preferences of customers and ultimately influence their purchasing decisions.

Reviews and experiences from customers are also very important while making decisions. Because internet evaluations and feedback are so common, people frequently rely on other people's experiences to help them make wise decisions. While unfavorable reviews may put off potential customers, positive evaluations can increase a product's trustworthiness. Finally, decisions made by consumers are influenced by lifestyle preferences and personal beliefs. People frequently match their purchases to their identities, tastes, and worldview. Brands are

more likely to win over customers' loyalty and have an impact on their purchase decisions if they align with their beliefs or support their ideal lifestyle.

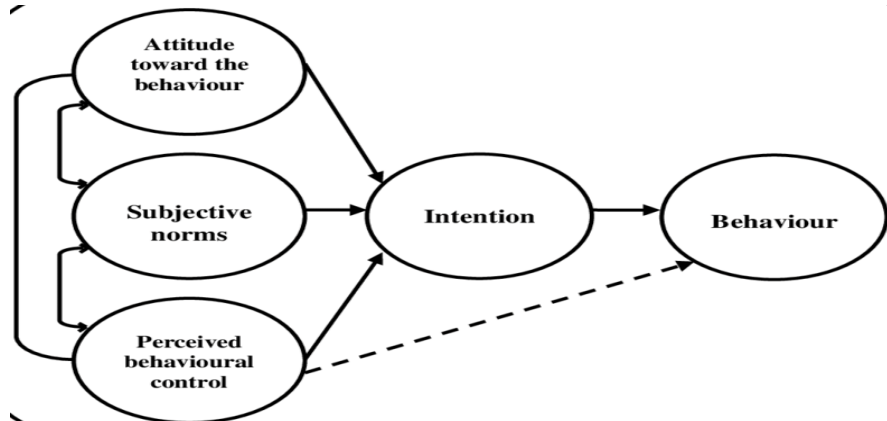


Figure 10 Theory of Planned Behavior

Source: Ajzen (1991)

Icek Ajzen's Theory of Planned Behavior (TPB) offers a thorough framework for comprehending and forecasting human behavior, including the complex dynamics of consumer purchase decisions (Ajzen, 1991). Fundamentally, TPB suggests that a person's behavioral intentions are the primary factor that determine their actual conduct. Three interrelated elements influence these intentions: one's attitude toward the conduct, subjective norms that reflect societal influences, and one's perception of behavioral control over the action being considered. When it comes to consumer purchases, a person's intention to buy is shaped by a variety of factors, including sentiments toward a specific brand or product, the influence of interpersonal and cultural expectations, and the perceived ease or difficulty of carrying out the purchase. The stronger the behavioral intention, which in turn acts as a reliable indicator of the customer's actual purchasing behavior, the more positive these attitudes, social influences, and perceived control are. TPB has shown to be crucial in deciphering the intricacies of decision-making procedures, offering insightful information to academics and marketers who want to comprehend and impact consumer decisions.

Related Research

The topic "Advertising effectiveness in purchasing decision on Instagram" is studied by (Wulandari and Darma (2020)). The purpose of this study is to examine

how advertising originality, advertising appeal, and endorser credibility affect the effectiveness of advertisements and consumers' decisions to buy on Instagram. This study's design is quantitative and demonstrates the causal relationship between the variables. Data was gathered by means of a questionnaire distributed to 168 customers. The choice to buy is positively and significantly impacted by advertising effectiveness, creativity, appeal, and endorser credibility.

The topic “The Effect of Advertising and Brand Image on Purchasing Decisions for Telkomsel Mobile Cards” by Aliah and Mapparenta (2021). The purpose of this study is to ascertain how brand image and advertising affect consumers' decisions to buy Telkomsel mobile cards at SMA Negeri 3 Barru. One hundred students from SMA Negeri 3 Barru, who could potentially be Telkomsel mobile card customers in the area, made up the research sample. Two approaches were used to gather research data: observation and student questionnaires from SMA Negeri 3 Barru. In order to learn more about student behavior in relation to decisions made about purchasing cell phones, observations were conducted. Additionally, information on students' opinions on Telkomsel's commercials, brand image, and purchase decisions was gathered through the use of questionnaires. The findings indicated that factors related to advertising and brand perception significantly impacted the variable related to purchasing choice.

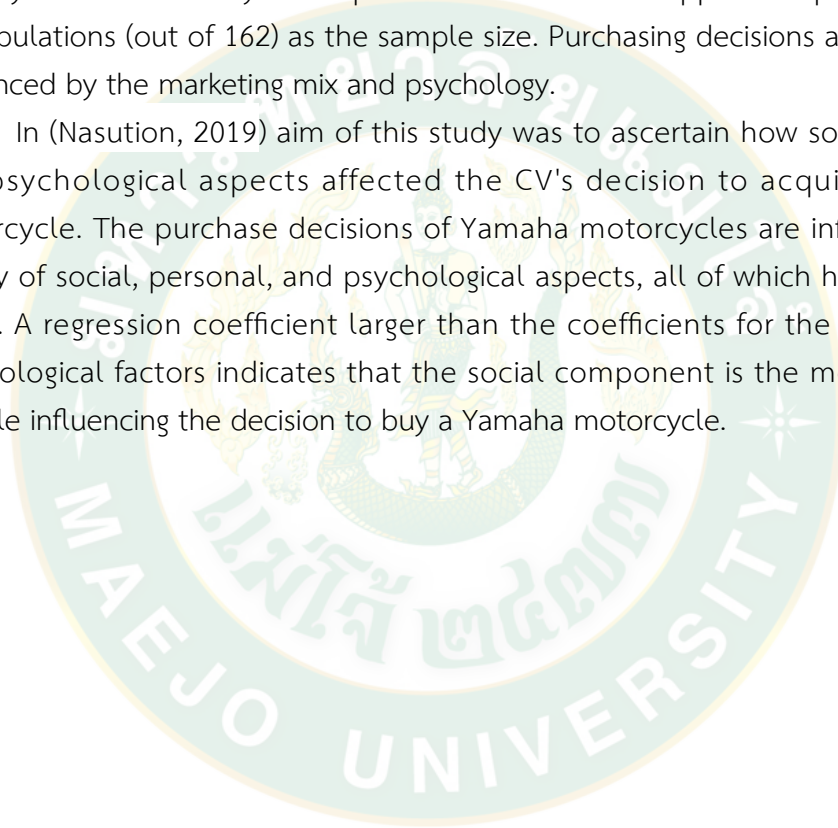
In Wangsa et al. (2022) purpose of this study is to explain how sales promotions affect online word-of-mouth and purchasing decisions. This study was carried out in Denpasar City using a questionnaire tool to collect samples from up to 143 respondents. Using the SPSS software, path analysis is the data analysis method that is employed. The analysis's findings demonstrate that each theory is accepted. Sales promotion influences buying decisions in a positive and significant way. It also has a positive and significant effect on electronic word of mouth, which in turn influences purchase decisions in a positive way. Furthermore, electronic word of mouth can mediate the effect of sales promotion on purchase decisions.

The topic “Purchasing Decisions Effect of Social Media Marketing, Electronic Word of Mouth (eWOM), Purchase Intention” by Romadhoni et al. (2023). The purpose of this study is to investigate how social media marketing and electronic word-of-mouth influence purchasing decisions. Specifically, this research will look at how these factors mediate purchase intention and impact purchasing decisions. With a total sample size of 70 responders, accidental sampling was the sampling strategy employed. The path analysis methodology is the analysis method employed. by giving out questionnaires to customers and using research tools to gather data. The

study's findings indicated that both social media marketing and electronic word-of-mouth had a favorable impact on consumers' decisions to buy; additionally, social media marketing and e-word-of-mouth had a positive impact on consumers' intentions to make purchases; e-word-of-mouth also had a positive impact on consumers' intentions to make purchases through purchase intention.

The topic “Marketing Mix and Psychology on Purchase Decision and Repurchase in the Creative Industry” by Puspita (2022). The purpose of this study was to determine how psychological factors and mixed marketing affected the creative industry's decision to buy and repurchase. The method applied is quantitative with 91 populations (out of 162) as the sample size. Purchasing decisions are significantly influenced by the marketing mix and psychology.

In (Nasution, 2019) aim of this study was to ascertain how social, personal, and psychological aspects affected the CV's decision to acquire a Yamaha motorcycle. The purchase decisions of Yamaha motorcycles are influenced by a variety of social, personal, and psychological aspects, all of which have a positive value. A regression coefficient larger than the coefficients for the personal and psychological factors indicates that the social component is the more significant variable influencing the decision to buy a Yamaha motorcycle.



Research Framework

Independent variables

Dependent variable

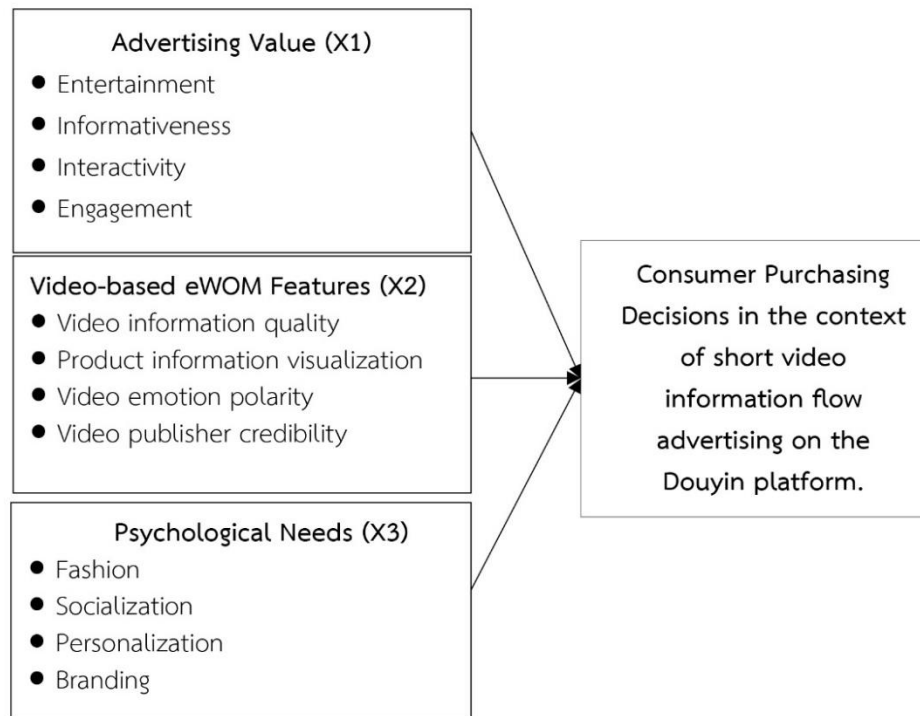


Figure 11 Research Framework

Hypothesis Development

The hypothesis are shown below:

H1: Advertising Value influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

H1a: Entertainment influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

H1b: Informativeness influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

H1c: Interactivity influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

H1d: Engagement influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

H2: Video-based eWOM Features influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

H2a: Video information quality influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

H2b: Product information visualization influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

H2c: Video emotion polarity influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

H2d: Video publisher credibility influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

H3: Psychological Needs influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

H3a: Fashion influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

H3b: Socialization influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

H3c: Personalization influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

H3d: Branding influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

CHAPTER III

RESEARCH METHODOLOGY

In this chapter, a comprehensive exposition of the research methodology utilized in the study titled “The factors influencing consumer purchasing decision towards short video information flow advertising in the digital economy era: A case of douyin platform” is presented. It mainly introduces the purpose, quantity, and scope of the author's investigation. The author calculates the sample size according to a specific formula and then proceeds with data classification and analysis through a questionnaire survey.

The subsequent sections of this chapter will delve into the specifics as follows:

1. Research Design
2. Population and Sample
 - 2.1 Population
 - 2.2 Sample
 - 2.3 Sample Selection Method
3. Research Instrument
 - 3.1 Construction of Research Tools
 - 3.2 Development Process for the Questionnaire
4. Quality Testing of Research Instruments
 - 4.1 Validity
 - 4.2 Reliability Testing
5. Data Collection
 - 5.1 Primary Data
 - 5.2 Secondary Data
 - 5.3 Online Distribution
6. Data Analysis
 - 6.1 Descriptive statistic
 - 6.2 Inferential analysis
7. Research Duration
8. Research Budgeting

Research Design

In this section, the chosen research design for the study is presented, employing a quantitative approach. The purpose of this study is to assess the factors influencing consumer purchasing decision towards short video information flow advertising in the digital economy era, which involve a quantitative assessment of these factors and their relationships.

A quantitative approach is employed, utilizing survey questionnaires for data collection. Statistical data analysis is conducted using the SPSS program to summarize results in tables and accompanying discussions.

Population and Sampling

The population and sampling for the study include population, sample, sampling method is shown below:

Population

The population of Chengdu, Sichuan province, China, is estimated at approximately 11 million (World Population Review, 2024). The scope of this research encompasses consumers residing in Chengdu who have made purchases on the Douyin platform after encountering short video information flow advertising. While the exact numerical count of this infinite population remains unspecified, it is deemed to be substantial.

Sample

This study focuses on a sample of individuals who have made purchases on the Douyin platform after encountering short video information flow advertising within Chengdu, Sichuan province, China. While the exact numerical count of this extensive population remains unspecified, it is considered substantial. To address the uncertainty regarding the actual population size, the researcher employed a method for determining the sample size when the population is unknown, assuming a normal distribution of data.

The researcher determined the sample size considering a maximum level of variance set at $p = 0.5$ and $q = 0.5$, with a confidence level of 95% and an acceptable sampling error of 5% (0.05) following the methodology proposed by Cochran (1953). The sample size is derived from these specified parameters.

$$n = \frac{P(1 - P)Z^2}{e^2}$$

In this context:

- n represents the sample size.
- p Proportion of the population being sampled. In cases where the exact proportion is unknown, it is conventionally assumed to be 0.5.
- Z Statistical significance at a 95% confidence level (critical value is 1.96).
represents the specified confidence level or statistical significance level. For a confidence level of 95 percent, the corresponding Z value is 1.96.
- e Percentage deviation from the sample that is acceptable. In this research, a confidence level of 95% with an error value of 0.05 has been set.

Substitute the values for customers into the formula as follows:

$$n = \frac{0.5(1 - 0.5)1.96^2}{0.05^2}$$

$$n = 384.16 \quad n \approx 385$$

Based on the calculations, it was determined that in situations where the exact population size at that level is unknown, a 95% confidence level would require an appropriate sample size of 385 respondents. To account for any potential discrepancies or errors arising from incomplete questionnaire responses within the sample group, the researcher prepared questionnaires for an additional 4% of the sample, resulting in a total of 400 respondents.

Sample Selection Methods

The researcher chose to employ the Purposive Sampling method due to the unknown true characteristics of the entire population. In this approach, the researcher exclusively distributed questionnaires to individuals who have made purchases on the Douyin platform after encountering short video information flow advertising and reside in Chengdu, Sichuan province, China.

This type of sample selection is classified as a nonprobability sampling method since it does not rely on probability theory for data collection. Distributing online questionnaires provided the sample with convenient access to information, saving time and streamlining data collection.

Research Instrument

The research instrument for the study includes research instrument and steps in creating a research instrument as below:

Construction of Research Tools

The development of the research instrument drew insights from pertinent theories, prior research, and self-study through data collection. This questionnaire is structured into six distinct sections to comprehensively assess the research variables:

Part 1: Screening Questions

This section of the questionnaire aims to identify respondents who use Douyin and have previous experience with the shopping online, as specified by the nature of the study.

1. Have you used the Douyin platform for shopping in the past six months?

Yes		
No		(End the Questions)

2. Have you ever made a purchase on the Douyin platform after encountering short video information flow advertising?

Yes		
No		(End the Questions)

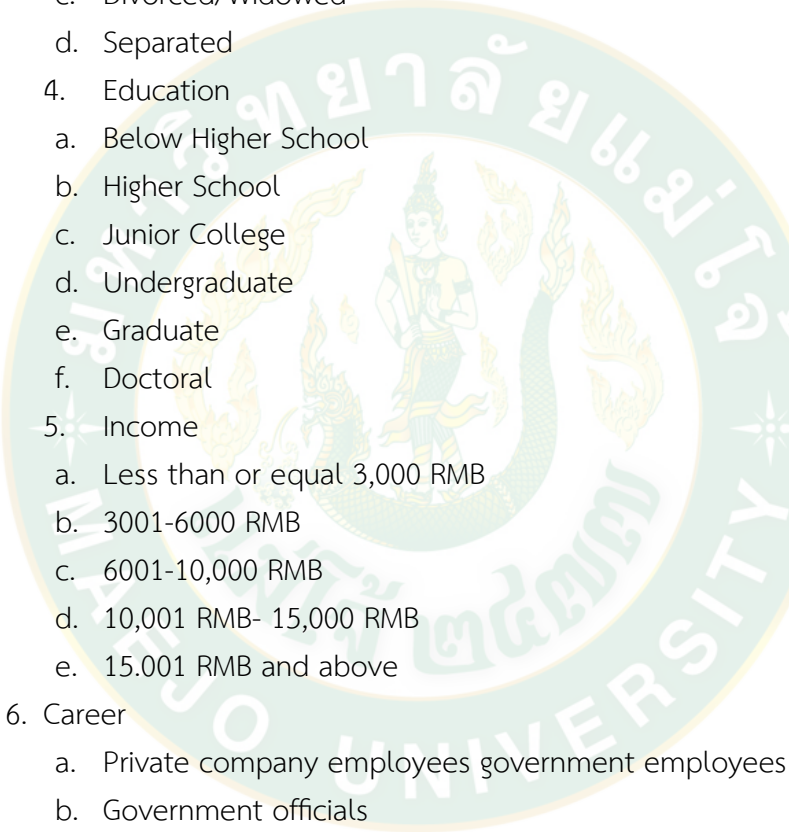
3. Are you currently residing in Chengdu, Sichuan province, China?

Yes		
No		(End the Questions)

Part 2: Demographic Information

This section is about the demographic information which consist of gender, age, material status, education and income.

1. Gender
 - a. Male
 - b. Female

2. Age
 - a. Less than or equal to 25 years
 - b. 26-35 years
 - c. 36-45 years
 - d. 46 years and above
 3. Marital Status
 - a. Single
 - b. Married
 - c. Divorced/Widowed
 - d. Separated
 4. Education
 - a. Below Higher School
 - b. Higher School
 - c. Junior College
 - d. Undergraduate
 - e. Graduate
 - f. Doctoral
 5. Income
 - a. Less than or equal 3,000 RMB
 - b. 3001-6000 RMB
 - c. 6001-10,000 RMB
 - d. 10,001 RMB- 15,000 RMB
 - e. 15.001 RMB and above
 6. Career
 - a. Private company employees government employees
 - b. Government officials
 - c. Entrepreneur/ Business owner
 - d. Personal business
 - e. Student / Student
 - f. Other (please specify)
 7. Frequency of using the Douyin application
 - a. Every day (7 days/week)
 - b. 4-6 days/week
 - c. 1-3 days/week
 - d. Less than 3 days/week
 - e. Other (please specify).
- 

Part 3: Advertising Value

The advertising value questionnaire is form of a rating scale consisting of 5 criteria with total items 4. Scoring criteria for assessing the level of degree of influence on purchasing decisions were based on a 5-point Likert scale, ranging from "Strongly Agree" to "Strongly Disagree."

Part 4: Video-based eWOM Features

The Video-based eWOM Features questionnaire is form of a rating scale consisting of 5 criteria with total items 4. Scoring criteria for assessing the level of degree of influence on purchasing decisions were based on a 5-point Likert scale, ranging from "Strongly Agree" to "Strongly Disagree."

Part 5: Psychological Needs

The Psychological Needs questionnaire is form of a rating scale consisting of 5 criteria with total items 4. Scoring criteria for assessing the level of degree of influence on purchasing decisions were based on a 5-point Likert scale, ranging from "Strongly Agree" to "Strongly Disagree."

Part 6: Consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

The Consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform. questionnaire is form of a rating scale consisting of 5 criteria with total items 5. Scoring criteria for assessing the level of degree of influence on purchasing decisions were based on a 5-point Likert scale, ranging from "Strongly Agree" to "Strongly Disagree."

Scoring criteria for assessing the level of satisfaction with the use of 5-point Likert scale, ranging from " Strongly Disagree " to "Strongly Agree".

The Likert scale used in the questionnaire consists of 5 levels, each assigned a specific point value, as outlined below:

Strongly Disagree: 1

Disagree: 2

Neutral: 3

Agree: 4

Strongly Agree: 5

These values are employed to score respondents' opinions and assessments in accordance with the Likert scale. The 5-point Likert scales, which are rating scales

widely used for asking respondents' opinions and attitudes. The 5 points on the scale are, respectively, from 1 to 5: Strongly Disagree, Disagree, Neutral, Agree and Strongly Agree. The evaluation criteria for each class interval can be calculated using a formula to calculate the width of each class as follows:

$$\text{Class interval} = \frac{\text{Highest Value} - \text{Lowest Value}}{\text{Number of Classes}} \quad (3.1)$$

$$\text{Class interval} = \frac{5 - 1}{5}$$

$$\text{Class interval} = 0.8$$

Therefore, the class stratification is 0.8 and is used to classify the mean and criterion scores with the following descriptions:

Range of Score	Level of agreement
4.21 – 5.00	Strongly Agree
3.41 – 4.20	Agree
2.61 – 3.40	Neutral
1.81 – 2.60	Disagree
1.00 – 1.80	Strongly Disagree

Development Process for the Questionnaire

The design of the questionnaire survey tool is a crucial step in ensuring the collection of reliable and effective data for the research. Here is the development process of the questionnaire survey tool in this study:

Literature Review: First, an extensive literature review was conducted, drawing insights from various questionnaire design methods, including insights from relevant theories and concepts. These literature sources aided in constructing a questionnaire consistent with the research framework and provided clear definitions for key variables.

Variable Integration: Following the synthesis of relevant literature, the identified variables were integrated into the structure of the questionnaire. The final questionnaire took the form of a 5-level rating scale to measure the respondents' degree of influence regarding different factors.

Advisor Consultation: The questionnaire, developed based on the research framework, was submitted to the advisor for review and recommendations. Subsequently, the questionnaire was revised based on the advisor's feedback.

Quality Testing of Research Instruments

The following steps were undertaken for quality testing:

Validity

The researcher ensured content validity by submitting the newly developed questionnaire to the advisor for evaluation. This evaluation focused on assessing the accuracy, precision, appropriateness, and structural alignment with the research objectives. Following this assessment, adjustments were made to enhance the questionnaire's appropriateness and ensure alignment with the research objectives.

Reliability Testing

The researcher ensured the quality and reliability of the research instrument through a series of steps. Initially, during the pilot test phase, a reliability test was conducted with a test group consisting of 30 participants. The primary goal of this test was to guarantee the accuracy and suitability of the questionnaire. This step proved to be vital as it helped in informing the respondents and ensuring their complete understanding of the questionnaire's content. To achieve this, the researcher applied Cronbach's formula (1970).

The Cronbach alpha for the pilot study of 30 respondents is shown in table below:

Table 1 Cronbach alpha of pilot study

Variables	Number of items	Alpha Value
Advertising Value		
Entertainment	5	0.796
Informativeness	4	0.775
Interactivity	4	0.748
Engagement	6	0.827
Video-based eWOM Features		
Video information quality	5	0.856
Product information visualization	5	0.830
Video emotion polarity	5	0.849
Video publisher credibility	5	0.850
Psychological Needs		
Fashion	4	0.853
Socialization	4	0.726
Personalization	4	0.816
Branding	4	0.745
Consumer Purchasing Decisions		
	5	0.825

Source: Data and information from the research

In table 1 shows the Cronbach alpha for the pilot study is more than 0.7 so the questionnaire is reliable for the data collection.

Furthermore, the quality of the research instrument underwent assessment during a Try Out phase. This phase involved a group of individuals who had made purchases via the Douyin platform but were not part of the main sample. To evaluate the questionnaire's reliability, the researcher employed Cronbach's method. This method calculates the α coefficient of reliability, which offers an overall measure of the instrument's reliability, ranging from 0 to 1. An α value of 0 indicates complete independence among scale items, with no correlation or covariance. Conversely, as items exhibit higher covariances, especially in cases with a large number of scale items, α tends to approach 1. This indicates a high level of reliability for the questionnaire. Generally, coefficients below 0.5 are considered unacceptable, particularly for scales claiming to be unidimensional, as suggested by

Cronbach (1951). Additionally, Nunnally (1978) recommended that reliability should be equal to or greater than 0.7.

$$\alpha = \frac{n}{n-1} \left(1 - \frac{\sum s^2(X_i)}{s^2(Y)} \right)$$

Where,

α refers to Questionnaire reliability value

n refers to the number of scale items

$s^2(X_i)$ refers to the variance associated with item

$s^2(Y)$ refers to the variance associated with the observed total scores

The Cronbach alpha for 400 respondents is shown in table 2.

Table 2 Cronbach alpha

Variables	Number of items	Alpha Value
Advertising Value		
Entertainment	5	0.818
Informativeness	4	0.759
Interactivity	4	0.773
Engagement	6	0.849
Video-based eWOM Features		
Video information quality	5	0.816
Product information visualization	5	0.827
Video emotion polarity	5	0.795
Video publisher credibility	5	0.815
Psychological Needs		
Fashion	4	0.801
Socialization	4	0.791
Personalization	4	0.778
Branding	4	0.801
Consumer Purchasing Decisions	5	0.820

Source: Data and information from the research

In table 2 shows the Cronbach alpha for the study is greater than 0.7 so the questionnaire is reliable.

Data Collection

The source of information for the study is divided into primary data and secondary data and online distribution is shown below:

Primary Data

Primary data are information that the researcher has gathered directly from the source in order to further their investigation. It is unique and hasn't been compiled or published before. Data those researchers directly acquire for their particular research objectives and questions are referred to as primary data in this study. The primary data for this study were collected through a customized questionnaire survey from a sample of 400 respondent who used Doyuin platform. These data encompass the personal information of the participants, their online shopping behavior, and the influencing factors of internet celebrities on their purchasing decisions. The questionnaire included various question types, including multiple-choice questions and open-ended questions, to gather comprehensive information. The primary data collection process was conducted through online platforms, such as specific QQ groups.

Secondary Data

Secondary data are information that has previously been gathered and made available for use by other researchers for a different study or non-research purpose. Secondary data sources for the study include journal and published articles, books, reports, social media, audio and video, and so on.

Online Distribution

Questionnaires were also distributed through online channels. The data is collected from the online questionnaire who uses the Douyin video-sharing platform (which is Chinese name of Tiktok) users in Chengdu Sichuan province China. Online questionnaire are created through questionnaire and the data will be collected using WeChat and QQ.

Data Analysis

Upon completion of the requisite number of questionnaires as determined by the study's sample size, the researcher will employ this dataset for statistical analysis. The analysis will be conducted using the SPSS (Statistical Package for the Social Sciences) program to derive conclusions in accordance with the research objectives as outlined below.

Descriptive Statistics

Statistics-based data analysis can be categorized into two types: descriptive analysis, which explicates the general characteristics of the sample data, and inferential analysis.

This phase involves descriptive analysis to elucidate the general characteristics of the sample data. The analysis can be further categorized based on the questionnaire as follows;

Questionnaire Part 1: This section pertains as the screening questions to give the answer ahead.

Questionnaire Part 2: This section is about the demographic information. Utilize descriptive statistics, specifically calculating the mean and standard deviation.

Questionnaire Part 3: This section pertains to the elements of the Advertising Value that impact purchasing decisions. Utilize descriptive statistics, specifically calculating the mean and standard deviation.

Questionnaire Part 4: This section pertains to the elements of the Video-based eWOM Features that impact purchasing decisions. Utilize descriptive statistics, specifically calculating the mean and standard deviation.

Questionnaire Part 5: This section pertains to the elements of the Psychological Needs that impact purchasing decisions. Utilize descriptive statistics, specifically calculating the mean and standard deviation.

Questionnaire Part 6: This section pertains to the elements of the Consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform. Utilize descriptive statistics, specifically calculating the mean and standard deviation.

Inferential Analysis

This involves the examination of sample data and hypothesis testing utilizing the SPSS statistical package, as outlined below:

Multiple Regression Analysis is conducted to explore the relationships between dependent variables and one or more independent variables. This statistical method is employed to test hypotheses and can be represented as a linear equation. The raw score format is presented as follows:

$$\hat{Y} = b_0 + b_1X_1 + b_2X_2 + \dots + b_kX_k$$

When

\hat{Y} = Predictive score of dependent variable Y

b_0 = Fixed effects of the prediction equation in raw score format

$b_1 b_k$ = represents the weight or regression coefficient of independent variables numbered 1 through k, in sequential order

$x_0 X_1$ = represent the scores of the 1st to k independent variables.

k = number of independent variables

Research Duration

The successful completion of any research project relies heavily on a well-structured and realistic timeline. In this section, we outline the anticipated duration of our research activities, from the inception of the project in November 2023 to the finalization of the research report in March 2024. This timeline encompasses essential milestones, including defining the research topic, conducting a literature review, defending the research proposal, data collection, analysis, and the composition of the final research report. A clear understanding of the time allocated to each stage ensures the efficient and timely execution of our research objectives.

Table 3 Research Duration

Month/Week	Tasks
November 2023	Define topic, objectives, and research design
December 2023	Review literature and finalize research proposal
January 2024	Defend research proposal and address revisions
February 2024	Collect and analyze data
March 2024	Write and finalize research report

CHAPTER IV

RESULT

In this study, researcher analysis the factors influencing consumer purchasing decisionstoward short video information flow advertising. The collected questionnaires were processed using the Statistical Package for Social Science (SPSS), with the presentation and interpretation of the data analysis. The topics included in the chapter are listed below:

1. Descriptive statistical analysis
 - 1.1 General demographic characteristics of the respondents
 - 1.2 Factors of advertising value influencing consumer purchasing decisions within the context of douyin video-sharing platform
 - 1.3 Factors of Video-based eWOM Features influencing consumer purchasing decisions within the context of douyin video-sharing platform
 - 1.4 Factors of Psychological Needs influencing consumer purchasing decisions within the context of douyin video-sharing platform
 - 1.5 Consumer purchasing decisions within the context of douyin video-sharing platform
2. Verifying Preliminary Assumptions for the Regression Model
 - 2.1 Assessing Normality
 - 2.2 Correlation Analysis
 - 2.3 Multicollinearity
3. Inferential Data Analysis for Hypothesis Testing

Descriptive statistical analysis

General demographic characteristics of the respondents

his section involves demographic characteristics of respondents and data are presented into gender, age, marital status, education, income of respondents. The finding of the demographic characteristics are summarized below with detail information about the number and percentage to make clear information about the respondents. The total number of respondents surveyed are 400 who uses the Douyin video-sharing platform (which is Chinese name of Tiktok) users in Chengdu Sichuan province China. The data are collected using the questionnaire and analysed by using the statistical tool.

Table 4 Frequency statistics for demographic characteristics classified by gender

Gender	Frequency	Percent
Male	181	45.2
Female	219	54.8
Total	400	100.0

Source: Data and information from the research

Finding form table 5 shows that the majority of respondents were female 219 sample (54.8%) followed by male 181 sample (45.2%) respectively.

Table 5 Frequency statistics for demographic characteristics classified by age

Age	Frequency	Percent
Less than or equal to 25 years	125	31.2
26-35 years	134	33.5
36-45 years	85	21.3
46 years and above	56	14.0
Total	400	100.0

Source: Data and information from the research

Finding form table 6 shows that the majority of respondents age were 26-35 years 134 sample (33.5%) followed by less than or equal to 25 years 125 sample (31.2%), 36-45 years 85 sample (21.3%), and 46 years and above 56 sample (14%) respectively.

Table 6 Frequency statistics for demographic characteristics classified by marital status

Marital Status	Frequency	Percent
Single	214	53.5
Married	144	36.0
Divorced/Widowed	19	4.7
Separated	23	5.8
Total	400	100

Source: Data and information from the research

Finding form table 7 shows that the majority of respondents marital status were single 214 sample (53.4%%) followed by married 144 sample (36.0%), Separated 23 sample (5.8%) and Divorced/Widowed 19 sample (4.7%) respectively.

Table 7 Frequency statistics for demographic characteristics classified by education

Education	Frequency	Percent
Below Higher School	13	3.3
Higher School	74	18.5
Junior College	66	16.5
Undergraduate	81	20.3
Master	120	30.0
PhD	46	11.4
Total	400	100

Source: Data and information from the research

Finding form table 8 shows that the majority of respondents education were master 120 sample (30.0%) followed by undergraduate 81 sample (20.3%), higher school 74 sample (18.5%), junior college 66 sample (16.5%), PhD 46 sample (11.4%) and below higher school 13 sample (3.3%) respectively.

Table 8 Frequency statistics for demographic characteristics classified by income

Income	Frequency	Percent
Less than or equal 3,000 RMB	79	19.7
3001 – 6000 RMB	197	49.2
6001 to 10,000 RMB	77	19.3
10,001 RMB to 15,000 RMB	34	8.5
15,001 RMB and above	13	3.3
Total	400	100.0

Source: Data and information from the research

Finding from table 9 shows that the majority of respondents income were 3001 – 6000 RMB 197 sample (49.2%) followed by less than or equal 3,000 RMB 79 sample (19.7%), 6001 to 10,000 RMB 77 sample (19.3%), 10,001 RMB to 15,000 RMB 34 sample (8.5%) and 15,001 RMB and above 13 sample (3.3%) respectively.

Table 9 Frequency statistics for demographic characteristics classified by career

Career	Frequency	Percent
Private company employee's government employees	74	18.5
Government officials	24	6.0
Entrepreneur/ Business owner	66	16.5
Personal business	122	30.5
Student	110	27.5
Other (please specify)	4	1.0
Total	400	100

Source: Data and information from the research

Finding from table 10 shows that the majority of respondents career were personal business 122 sample (30.5%) followed by student 110 sample (27.5%), private company employee's government employees 74 sample (18.5%), entrepreneur/ business owner 66 sample (16.5%), government officials 24 sample (6.0%) and other 4 sample (1.0%) respectively.

Table 10 Frequency statistics for demographic characteristics classified by frequency of using the Douyin application

Frequency of using the Douyin application	Frequency	Percent	Result
Every day (7 days/week)	221	55.3	1
4-6 days/week	100	25.0	2
1-3 days/week	50	12.5	3
Less than 3 days/week	23	5.8	4
Other (please specify).	6	1.5	5
Total	400	100	

Source: Data and information from the research

Finding from table 11 shows that the majority of respondents frequency of using the douyin application were every day (7 days/week) 221 sample (55.3%) followed by 4-6 days/week 100 sample (25.0%), 1-3 days/week 50 sample (12.5%), less than 3 days/week 23 sample (5.8%), and other 6 sample (1.5%) respectively.

Factors of advertising value influencing consumer purchasing decisions within the context of douyin video-sharing platform

This section examines the advertising value by the respondents. The analysis covers several aspects of advertising value such as entertainment, informativeness, interactivity, engagement. The finding are presented below with the detail of mean and standard deviation.

Table 11 Mean and Standard Deviation of advertising value

Advertising value	Mean	Standard Deviation	Defination of Level
Entertainment	4.14	0.714	Agree
Informativeness	4.16	0.690	Agree
Interactivity	4.05	0.699	Agree
Engagement	4.13	0.718	Agree
Total	4.12	0.652	Agree

Source: Data and information from the research

In table 12 shows that the overall level is agree (Mean = 4.12) regarding the advertising value in the context of douyin video-sharing platform. Respondent are agree in the Entertainment (Mean=4.14), informativeness (Mean=4.16), Interactivity (Mean=4.05) and engagement (Mean=4.13).

Table 12 Mean and standard deviation of Entertainment in Advertising value

Entertainment	Mean	Std. Deviation	Defination of Level
I find Douyin advertising attractive and enjoyable.	4.21	0.927	Strongly Agree
I appreciate the inclusion of storylines in Douyin advertising.	4.09	0.898	Agree
I derive enjoyment from the overall Douyin advertising experience.	4.17	0.964	Agree
The use of colors in Douyin advertising is important to me.	4.04	0.941	Agree
I believe the music in Douyin advertising should be well-matched to the content.	4.21	0.963	Strongly Agree
Total	4.14	0.714	Agree

Source: Data and information from the research

Result from table 13 shows that the entertainment in advertising value overall level is agree (Mean=4.14) in the context of douyin video-sharing platform. Respondents strongly agree that Douyin advertising is attractive and enjoyable (Mean=4.21) and the music in Douyin advertising should be well-matched to the content (Mean=4.21). However, agree is observed in inclusion of storylines in Douyin advertising (Mean=4.09), derive enjoyment from the overall Douyin advertising experience (Mean=4.17) and importance of use of colors in Douyin advertising (Mean=4.04).

Table 13 Mean and standard deviation of Informativeness in Advertising value

Informativeness	Mean	Std. Deviation	Defination of Level
Douyin advertising provides the necessary information I seek.	4.07	0.848	Agree
The information presented in Douyin advertising is easily comprehensible.	4.21	0.927	Strongly Agree
Douyin advertising effectively communicates features aligned with my preferences.	4.13	0.916	Agree
I perceive Douyin advertising as a valuable and useful source of information.	4.25	0.933	Strongly Agree
Total	4.16	0.690	Agree

Source: Data and information from the research

According to table 14 shows that the Informativeness in Advertising value overall level is agree (Mean=4.16) in the context of douyin video-sharing platform. The respondents strongly agree that the information presented in Douyin advertising is easily comprehensible (Mean=4.21) and as a valuable and useful source of information perceive from Douyin advertising (Mean=4.25). However, the respondents agree that Douyin advertising provides the necessary information that the respondents search for (Mean=4.07) and Douyin advertising effectively communicates features aligned for the preference of respondents (Mean=4.13).

Table 14 Mean and standard deviation of Media Interactivity in Advertising value

Media Interactivity	Mean	Std. Deviation	Defination of Level
I explore the advertiser's website after watching a video ad on Douyin.	4.03	0.831	Agree
When I visit the advertiser's Douyin account, I actively seek videos showcasing their products or services.	4.19	0.989	Agree
I subscribe to a Douyin channel in response to a "call to action" encouraging channel subscription.	4.07	0.882	Agree
I utilize interactive features like clickable links and buttons while watching videos on Douyin.	3.95	0.916	Agree
Total	4.05	0.699	Agree

Source: Data and information from the research

In table 15 shows that the overall level is agree of Media Interactivity in Advertising value (Mean=4.05) in the context of douyin video-sharing platform. The respondents agree that the respondent explore the advertiser's website after watching a video ad on Douyin (Mean=4.03), respondent actively seek videos showcasing their products or services while visiting the advertiser's Douyin account (Mean=4.19), respondent subscribe to a Douyin channel in response to a "call to action" encouraging channel subscription (Mean=4.07) and respondent utilize interactive features like clickable links and buttons while watching videos on Douyin (Mean=3.95).

Table 15 Mean and standard deviation of Engagement in Advertising value

Engagement	Mean	Std. Deviation	Defination of Level
I actively engage with Douyin video advertising by clicking the "like" button when I find it interesting.	4.28	0.880	Strongly Agree
In response to dissatisfaction, I express my opinion on Douyin video advertising by clicking the "dislike" button.	4.12	0.921	Agree
I contribute to the Douyin video advertising community by sharing my thoughts and opinions through comments.	4.16	0.987	Agree
When genuinely impressed by a Douyin video ad, I share the link on my social media platforms.	4.03	1.000	Agree
I proactively explore comments under Douyin video advertising to gain insights into others' opinions.	4.16	0.965	Agree
I actively participate in discussions by leaving comments under Douyin video advertising content.	4.08	0.951	Agree
Total	4.13	0.718	Agree

Source: Data and information from the research

According to table 16 shows that the overall level is agree of Engagement in Advertising value (Mean=4.13) in the context of douyin video-sharing platform. The respondent strongly agree that actively engage with Douyin video advertising by clicking the "like" button when respondent find interesting (Mean=4.28). However, to response for dissatisfaction respondents express opinion on Douyin video advertising by clicking the "dislike" button (Mean=4.12), respondent share thoughts and opinions through comments to the Douyin video advertising community (Mean=4.16), when the respondent is genuinely impressed by a Douyin video ad then share the link on my social media platforms (Mean=4.03), respondent proactively explore comments under Douyin video advertising to gain insights into others' opinions (Mean=4.16) and

actively participate in discussions by leaving comments under Douyin video advertising content (Mean=4.08).

Factors of Video-based eWOM Features influencing consumer purchasing decisions within the context of douyin video-sharing platform

This section examines the Video-based eWOM Features by the respondents. The analysis covers several aspects of Video-based eWOM Features such as Video information quality, Product information visualization, Video emotion polarity and Video publisher credibility. The findings are presented below with the detail of mean and standard deviation.

Table 16 Mean and Standard Deviation of Video-based eWOM Features

Video-based eWOM Features	Mean	Standard Deviation	Defination of Level
Video information quality	4.16	0.704	Agree
Product information visualization	4.13	0.720	Agree
Video emotion polarity	4.13	0.677	Agree
Video publisher credibility	4.14	0.718	Agree
Total	4.14	0.652	Agree

Source: Data and information from the research

In table 17 shows that the overall level is agree (Mean = 4.14) regarding the Video-based eWOM Features in the context of douyin video-sharing platform. Respondent are agree in the Video information quality (Mean=4.16), Product information visualization (Mean=4.13), Video emotion polarity (Mean=4.13) and Video publisher credibility (Mean=4.14).

Table 17 Mean and standard deviation of Video Information Quality in Video-based eWOM Features

Video Information Quality	Mean	Std. Deviation	Defination of Level
The video on Douyin provides accurate and detailed information about the advertised product or service.	4.22	0.933	Strongly Agree
I perceive the information presented in the Douyin video to be trustworthy and reliable.	4.08	0.918	Agree
The content of the Douyin video is directly related to my interests and preferences.	4.25	0.954	Strongly Agree
The information in the Douyin video is presented in a clear and understandable manner.	4.09	0.863	Agree
I perceive the information in the Douyin video to be current and up-to-date.	4.19	0.971	Agree
Total	4.16	0.704	Agree

Source: Data and information from the research

Result from table 18 shows that the overall level is agree of Video Information Quality in Video-based eWOM Features (Mean=4.16) in the context of douyin video-sharing platform. The respondent strongly agree that video on Douyin provides accurate and detailed information about the advertised product or service (Mean=4.22) and content of the Douyin video is directly related to my interests and preferences (Mean=4.25). However, the respondent agree on information presented in the Douyin video to be trustworthy and reliable (Mean=4.08), information in the Douyin video is presented in a clear and understandable manner (Mean=4.09), there is current and up-to-date information in the Douyin video (Mean=4.19).

Table 18 Mean and standard deviation of Product information visualization in Video-based eWOM Features

Product information visualization	Mean	Std. Deviation	Defination of Level
The review video clearly presents detailed information about the product.	4.07	0.915	Agree
I find it easy to understand the comprehensive details of the product information in the review video.	4.23	0.986	Strongly Agree
The review video provides a comprehensive presentation of product features and specifications.	4.09	0.865	Agree
Visual elements in the review video effectively communicate the product information.	4.20	0.967	Agree
I feel confident in my understanding of the product information conveyed in the review video.	4.12	0.952	Agree
Total	4.13	0.720	Agree

Source: Data and information from the research

According to table 19 shows that the overall level is agree of Product information visualization in Video-based eWOM Features (Mean=4.13) in the context of douyin video-sharing platform. The respondent are strongly agree that it easy for respondent to understand the comprehensive details of the product information in the review video (Mean=4.23). However, the respondent agree on review video clearly presents detailed information about the product (Mean=4.07), review video provides a comprehensive presentation of product features and specifications (Mean=4.09), review video effectively communicate the product information (Mean=4.20) and respondent understand the product information conveyed in the review video (Mean=4.12).

Table 19 Mean and standard deviation of Video emotion polarity in Video-based eWOM Features

Video emotion polarity	Mean	Std. Deviation	Defination of Level
The positive emotional tone in the Douyin video captivates my attention.	4.05	0.879	Agree
The positive emotions expressed in the Douyin video influence my feelings towards the promoted product or service.	4.19	0.962	Agree
The positive emotional tone enhances my engagement with the Douyin video.	4.11	0.937	Agree
I perceive the positive emotions in the Douyin video as authentic and genuine.	4.22	0.896	Strongly Agree
The positive emotional tone in the Douyin video positively influences my intent to consider or purchase the promoted product or service.	4.09	0.895	Agree
Total	4.13	0.677	Agree

Source: Data and information from the research

In table 20 shows that the overall level is agree of Video emotion polarity in Video-based eWOM Features (Mean=4.13) in the context of douyin video-sharing platform. The respondent are strongly agree that perceive the positive emotions in the Douyin video as authentic and genuine (Mean=4.22). However, respondent are agree that positive emotional tone in the Douyin video captivates my attention (Mean=4.05), positive emotions expressed in the Douyin video influence my feelings towards the promoted product or service (Mean=4.19), positive emotional tone enhances my engagement with the Douyin video (Mean=4.11) and positive emotional tone in the Douyin video positively influences my intent to consider or purchase the promoted product or service (Mean=4.09).

Table 20 Mean and standard deviation of Video publisher credibility in Video-based eWOM Features

Video publisher credibility	Mean	Std. Deviation	Defination of Level
I perceive the video publisher on Douyin as trustworthy in delivering credible content.	4.21	0.985	Strongly Agree
The video publisher on Douyin is a credible source of information about the promoted product or service.	4.08	0.977	Agree
I believe the video publisher on Douyin consistently delivers reliable and accurate content.	4.20	0.921	Agree
The Douyin video publisher maintains consistency in messaging, enhancing their credibility.	4.08	0.947	Agree
I perceive the Douyin video publisher as knowledgeable and having expertise in the content they create.	4.19	0.907	Agree
	4.14	0.718	Agree

Source: Data and information from the research

Result in table 21 shows that the overall level is agree of Video publisher credibility in Video-based eWOM Features (Mean=4.13) in the context of douyin video-sharing platform. The respondent are strongly agree that the video publisher on Douyin as trustworthy in delivering credible content (Mean=4.21). However, respondent are agree that video publisher on Douyin is a credible source of information about the promoted product or service (Mean=4.08), video publisher on Douyin consistently delivers reliable and accurate content (Mean=4.20), Douyin video publisher maintains consistency in messaging, enhancing their credibility (Mean=4.08) and respondent perceive the Douyin video publisher as knowledgeable and having expertise in the content they create (Mean=4.19).

Factors of Psychological Needs influencing consumer purchasing decisions within the context of douyin video-sharing platform

This section examines the Psychological Needs by the respondents. The analysis covers several aspects of Psychological Needs such as Fashion, Socialization, Personalization, Branding. The findings are presented below with the detail of mean and standard deviation.

Table 21 Mean and Standard Deviation of Psychological Needs

Psychological Needs	Mean	Standard Deviation	Defination of Level
Fashion	4.13	0.742	Agree
Socialization	4.13	0.739	Agree
Personalization	4.16	0.732	Agree
Branding	4.13	0.751	Agree
Total	4.13	0.681	Agree

Source: Data and information from the research

In table 22 shows that the overall level is agree (Mean = 4.13) regarding the Psychological Needs in the context of douyin video-sharing platform. Respondent are agree in the Fashion (Mean=4.13), Socialization (Mean=4.13), Personalization (Mean=4.16) and Branding (Mean=4.13).

Table 22 Mean and standard deviation of Fashion in Psychological Needs

Fashion	Mean	Std. Deviation	Defination of Level
Short video advertising content on Douyin holds the potential to elevate viewers' sense of style.	4.10	0.901	Agree
Viewing short video ads on Douyin has the effect of enhancing my personal sense of style.	4.11	0.925	Agree
Short video ads on Douyin play a role in assisting viewers to showcase their individual fashion and style.	4.22	1.019	Strongly Agree
Individuals who engage with short video ads on Douyin often exhibit distinctive and unique personalities.	4.09	0.901	Agree
Total	4.13	0.742	Agree

Source: Data and information from the research

According to table 23 shows that the overall level of Fashion in Psychological Needs (Mean=4.13) in the context of douyin video-sharing platform. The respondent are strongly agree that Short video ads on Douyin play a role in assisting viewers to showcase their individual fashion and style (Mean=4.22). However, respondent are agree on Short video advertising content on Douyin holds the potential to elevate viewers' sense of style (Mean=4.10), effect of enhancing personal sense of style in Viewing short video ads on Douyin (Mean=4.11) and engage with short video ads on Douyin often exhibit distinctive and unique personalities (Mean=4.09).

Table 23 Mean and standard deviation of Socialization in Psychological Needs

Socialization	Mean	Std. Deviation	Defination of Level
Engaging with short video ads allows me to foster positive social connections with fellow fashion enthusiasts.	4.20	0.970	Agree
Short video ads on Douyin instill in me a feeling of being part of the fashion community.	4.07	0.923	Agree
Interactions with short video ads offer me the chance to build close friendships among fellow fashion enthusiasts.	4.14	0.972	Agree
The impact of short video ads on Douyin leaves me with a favorable perception of the fashion community in my surroundings.	4.13	0.909	Agree
Total	4.13	0.739	Agree

Source: Data and information from the research

In table 24 shows that the overall level of Socialization in Psychological Needs (Mean=4.13) in the context of douyin video-sharing platform. The respondent agrees that engaging with short video ads allows to foster positive social connections with fellow fashion enthusiasts (Mean=4.20), Short video ads on Douyin fell of being part of the fashion community (Mean=4.07), Interactions with short video ads offer chance to build close friendships among fellow fashion enthusiasts (Mean=4.14) and impact of short video ads on Douyin has a favorable perception of the fashion community in my surroundings (Mean=4.13).

Table 24 Mean and standard deviation of Personalization in Psychological Needs

Personalization	Mean	Std. Deviation	Defination of Level
Short video ads on Douyin intuitively understand and cater to my specific preferences.	4.24	0.966	Strongly Agree
Short video ads on Douyin comprehend and address my unique tastes.	4.06	0.906	Agree
Short video ads on Douyin curate and store my favorite content, offering additional services tailored to my preferences.	4.27	0.978	Strongly Agree
Short video ads on Douyin excel at anticipating my desired elements and providing insightful suggestions.	4.09	0.931	Agree
Total	4.16	0.732	Agree

Source: Data and information from the research

According to table 25 shows that the overall level of Personalization in Psychological Needs (Mean=4.16) in the context of douyin video-sharing platform. The respondent strongly agrees that Douyin intuitively understand and cater to my specific preferences (Mean=4.24) and Douyin curate and store my favorite content, offering additional services tailored to my preferences (Mean=4.27). However, the respondent agrees that Douyin comprehend and address my unique tastes (Mean=4.06) and Douyin excel at anticipating my desired elements and providing insightful suggestions (Mean=4.09).

Table 25 Mean and standard deviation of Branding in Psychological Needs

Branding	Mean	Std. Deviation	Defination of Level
When deciding on purchases, I prioritize items that offer high-cost performance, aligning with the digital economy era.	4.20	0.948	Agree
In the context of acquiring goods, I evaluate their value, considering the unique aspects of short video information flow advertising.	4.04	0.929	Agree
Short video ads shape my perception of fashion items, portraying them as reasonably priced in the digital economy landscape.	4.19	0.998	Agree
When making buying decisions, I favor obtaining fashionable items at reasonable prices, influenced by the dynamics of short video advertising on the Douyin platform.	4.10	0.922	Agree
Total	4.13	0.751	Agree

Source: Data and information from the research

In table 26 shows that the overall level of Branding in Psychological Needs (Mean=4.13) in the context of douyin video-sharing platform. The respondent agrees that deciding purchase items that offer high-cost performance (Mean=4.20), value is evaluated while considering the unique aspects of short video information flow advertising (Mean=4.04), Short video ads shape my perception of fashion items, portraying them as reasonably priced (Mean=4.19) and obtaining fashionable items at reasonable prices (Mean=4.10).

Consumer purchasing decisions within the context of douyin video-sharing platform

This section investigates the purchasing decision of the respondents. The finding are presented below with the detail of mean and standard deviation.

Table 26 Mean and standard deviation of Consumer Purchasing Decisions

Consumer Purchasing Decisions	Mean	Std. Deviation	Defination of Level
After watching short videos on Douyin, I can recall and remember specific products featured in the content.	4.19	1.010	Agree
Short videos on Douyin provide me with a new and better understanding of certain products.	4.11	0.930	Agree
Watching short videos on Douyin creates a positive feeling towards specific products.	4.21	0.976	Strongly Agree
Short videos on Douyin often provoke my impulse to consider purchasing specific products.	4.08	0.925	Agree
I frequently share information about products that I discover through short videos on Douyin with my friends and family.	4.18	0.987	Agree
Total	4.15	0.736	Agree

Source: Data and information from the research

According to table 27 shows that the overall level of Consumer Purchasing Decisions (Mean=4.15) in the context of douyin video-sharing platform. The respondent strongly agrees Douyin creates a positive feeling towards specific products (Mean=4.21). However, respondent agrees respondent can recall and remember specific products featured in the content (Mean=4.19), new and better understanding of certain products (Mean=4.11), provoke impulse to consider purchasing specific products (Mean=4.08) and sharing information about products through short videos on Douyin with my friends and family (Mean=4.18).

Verifying Preliminary Assumptions for the Regression Model

In this section it verifies the preliminary assumptions for the regression model by using assessing normality, correlation, multicollinearity.

Assessing Normality

Normality assessment entails establishing whether a dataset has a normal distribution, which is required when using certain statistical methods. The acceptable value of skewness is between -3 to +3 and kurtosis is appropriate between -10 to +10 (Brown, 2015). The result of skewness and kurtosis is shown in table 28.

Table 27 Assessing Normality through skewness and kurtosis

Items	Skewness	kurtosis
Entertainment	-2.623	6.914
Informativeness	-2.327	5.778
Interactivity	-2.416	6.241
Engagement	-2.718	7.377
Video information quality	-2.665	7.063
Product information visualization	-2.651	7.163
Video emotion polarity	-2.680	7.421
Video publisher credibility	-2.520	6.534
Fashion	-2.504	6.542
Socialization	-2.449	6.286
Personalization	-2.640	7.149
Branding	-2.461	6.235
Consumer Purchasing Decisions	-2.629	6.935

Source: Data and information from the research

According to table 28 shows the skewness and kurtosis of items in the study. In Entertainment has skewness (-2.623) and kurtosis (6.914), Informativeness has skewness (-2.327) and kurtosis (5.778), Interactivity has skewness (-2.416) and kurtosis (6.241), Engagement has skewness (-2.718) and kurtosis (7.377), Video information quality has skewness (-2.665) and kurtosis (7.063), Product information visualization has skewness (-2.651) and kurtosis (7.163), Video emotion polarity has skewness (-

2.680) and kurtosis (7.421), Video publisher credibility has skewness (-2.520) and kurtosis (6.524), Fashion has skewness (-2.504) and kurtosis (6.542), Socialization has skewness (-2.449) and kurtosis (6.286), Personalization has skewness (-2.640) and kurtosis (7.149), Branding has skewness (-2.461) and kurtosis (6.235) and Consumer purchasing decisions has skewness (-2.629) and kurtosis (6.935) respectively which has skewness is between -3 to +3 and kurtosis is appropriate between -10 to +10 and shows that the data is normally distributed.

Correlation Analysis

A statistical method for determining the direction and intensity of a relationship between two variables is correlation analysis. "R," or the correlation coefficient, is a number with a range of -1 to +1 and p value should less than 0.05 (Cohen et al., 2013). The correlation analysis is shown in table 29.

Table 28 Correlation Analysis of independent and dependent variable

	CPD	ENT	INFO	INT	ENG	VIQ	PIV	VEP	VPC	FAS	SOC	PER	BRN
CPD	1												
ENT	.810**	1											
INFO	.790**	.775**	1										
INT	.794**	.808**	.776**	1									
ENG	.824**	.825**	.791**	.797**	1								
VIQ	.827**	.824**	.791**	.789**	.828**	1							
PIV	.808**	.816**	.794**	.786**	.830**	.809**	1						
VEP	.808**	.833**	.768**	.780**	.815**	.818**	.822**	1					
VPC	.824**	.824**	.792**	.783**	.822**	.815**	.796**	.790**	1				
FAS	.806**	.813**	.779**	.764**	.809**	.817**	.827**	.798**	.803**	1			
SOC	.814**	.811**	.779**	.770**	.801**	.809**	.788**	.792**	.782**	.786**	1		
PER	.821**	.826**	.769**	.786**	.812**	.835**	.832**	.796**	.818**	.807**	.804**	1	
BRN	.795**	.791**	.776**	.776**	.800**	.809**	.804**	.807**	.804**	.788**	.784**	.791**	1

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

Consumer purchasing decisions (CPD), Entertainment (ENT), Informativeness (INFO), Interactivity (INT), Engagement (ENG), Video information quality (VIQ), Product information visualization (PIV), Video emotion polarity (VEP), Video publisher credibility (VPC), Fashion (FAS), Socialization (SOC), Personalization (PER), Branding (BRN)

Source: Data and information from the research

In table 29 shows that there is a positive correlation between Entertainment and Consumer purchasing decisions ($r=0.810$, $p<0.01$). There is a positive correlation between Informativeness and Consumer purchasing decisions ($r=0.790$, $p<0.01$). There is a positive correlation between Informativeness and Entertainment ($r=0.775$, $p<0.01$). There is a positive correlation between Interactivity and Consumer purchasing decisions ($r=0.794$, $p<0.01$). There is a positive correlation between Interactivity and Entertainment ($r=0.808$, $p<0.01$). There is a positive correlation between Interactivity and Informativeness ($r=0.776$, $p<0.01$). There is a positive correlation between Engagement and Consumer purchasing decisions ($r=0.824$, $p<0.01$). There is a positive correlation between Engagement and Entertainment ($r=0.825$, $p<0.01$). There is a positive correlation between Engagement and Informativeness ($r=0.791$, $p<0.01$). There is a positive correlation between Engagement and Interactivity ($r=0.797$, $p<0.01$). There is a positive correlation between Video information quality and Consumer purchasing decisions ($r=0.827$, $p<0.01$). There is a positive correlation between Video information quality and Entertainment ($r=0.824$, $p<0.01$). There is a positive correlation between Video information quality and Informativeness ($r=0.791$, $p<0.01$). There is a positive correlation between Video information quality and Interactivity ($r=0.789$, $p<0.01$). There is a positive correlation between Video information quality and Engagement ($r=0.828$, $p<0.01$).

There is a positive correlation between Product information visualization and Consumer purchasing decisions ($r=0.808$, $p<0.01$). There is a positive correlation between Product information visualization and Entertainment ($r=0.816$, $p<0.01$). There is a positive correlation between Product information visualization and Informativeness ($r=0.794$, $p<0.01$). There is a positive correlation between Product information visualization and Interactivity ($r=0.786$, $p<0.01$). There is a positive correlation between Product information visualization and Engagement ($r=0.830$, $p<0.01$). There is a positive correlation between Product information visualization and Video information quality ($r=0.809$, $p<0.01$). There is a positive correlation between Video emotion polarity and Consumer purchasing decisions ($r=0.808$, $p<0.01$). There is a positive correlation between Video emotion polarity and Entertainment ($r=0.833$, $p<0.01$). There is a positive correlation between Video emotion polarity and Informativeness ($r=0.768$, $p<0.01$). There is a positive correlation between Video emotion polarity and Interactivity ($r=0.780$, $p<0.01$). There is a positive correlation between Video emotion polarity and Engagement ($r=0.815$, $p<0.01$). There is a positive correlation between Video emotion polarity and Video information quality

($r=0.818$, $p<0.01$). There is a positive correlation between Video emotion polarity and Product information visualization ($r=0.822$, $p<0.01$).

There is a positive correlation between Video emotion polarity and Consumer purchasing decisions ($r=0.808$, $p<0.01$). There is a positive correlation between Video emotion polarity and Entertainment ($r=0.833$, $p<0.01$). There is a positive correlation between Video emotion polarity and Informativeness ($r=0.768$, $p<0.01$). There is a positive correlation between Video emotion polarity and Interactivity ($r=0.780$, $p<0.01$). There is a positive correlation between Video emotion polarity and Engagement ($r=0.815$, $p<0.01$). There is a positive correlation between Video emotion polarity and Video information quality ($r=0.818$, $p<0.01$). There is a positive correlation between Video emotion polarity and Product information visualization ($r=0.822$, $p<0.01$). There is a positive correlation between Video publisher credibility and Consumer purchasing decisions ($r=0.824$, $p<0.01$). There is a positive correlation between Video publisher credibility and Entertainment ($r=0.824$, $p<0.01$). There is a positive correlation between Video publisher credibility and Informativeness ($r=0.792$, $p<0.01$). There is a positive correlation between Video publisher credibility and Interactivity ($r=0.783$, $p<0.01$). There is a positive correlation between Video publisher credibility and Engagement ($r=0.822$, $p<0.01$). There is a positive correlation between Video publisher credibility and Video information quality ($r=0.815$, $p<0.01$). There is a positive correlation between Video publisher credibility and Product information visualization ($r=0.796$, $p<0.01$). There is a positive correlation between Video publisher credibility and Video emotion polarity ($r=0.790$, $p<0.01$).

There is a positive correlation between Fashion and Consumer purchasing decisions ($r=0.806$, $p<0.01$). There is a positive correlation between Fashion and Entertainment ($r=0.813$, $p<0.01$). There is a positive correlation between Fashion and Informativeness ($r=0.779$, $p<0.01$). There is a positive correlation between Fashion and Interactivity ($r=0.764$, $p<0.01$). There is a positive correlation between Fashion and Engagement ($r=0.809$, $p<0.01$). There is a positive correlation between Fashion and Video information quality ($r=0.817$, $p<0.01$). There is a positive correlation between Fashion and Product information visualization ($r=0.827$, $p<0.01$). There is a positive correlation between Fashion and Video emotion polarity ($r=0.798$, $p<0.01$). There is a positive correlation between Fashion and Video publisher credibility ($r=0.803$, $p<0.01$).

There is a positive correlation between Socialization and Consumer purchasing decisions ($r=0.814$, $p<0.01$). There is a positive correlation between Socialization and Entertainment ($r=0.811$, $p<0.01$). There is a positive correlation

between Socialization and Informativeness ($r=0.779$, $p<0.01$). There is a positive correlation between Socialization and Interactivity ($r=0.770$, $p<0.01$). There is a positive correlation between Socialization and Engagement ($r=0.801$, $p<0.01$). There is a positive correlation between Socialization and Video information quality ($r=0.809$, $p<0.01$). There is a positive correlation between Socialization and Product information visualization ($r=0.788$, $p<0.01$). There is a positive correlation between Socialization and Video emotion polarity ($r=0.792$, $p<0.01$). There is a positive correlation between Socialization and Video publisher credibility ($r=0.782$, $p<0.01$). There is a positive correlation between Socialization and Fashion ($r=0.786$, $p<0.01$).

There is a positive correlation between Personalization and Consumer purchasing decisions ($r=0.821$, $p<0.01$). There is a positive correlation between Personalization and Entertainment ($r=0.826$, $p<0.01$). There is a positive correlation between Personalization and Informativeness ($r=0.769$, $p<0.01$). There is a positive correlation between Personalization and Interactivity ($r=0.786$, $p<0.01$). There is a positive correlation between Personalization and Engagement ($r=0.812$, $p<0.01$). There is a positive correlation between Personalization and Video information quality ($r=0.835$, $p<0.01$). There is a positive correlation between Personalization and Product information visualization ($r=0.832$, $p<0.01$). There is a positive correlation between Personalization and Video emotion polarity ($r=0.796$, $p<0.01$). There is a positive correlation between Personalization and Video publisher credibility ($r=0.818$, $p<0.01$). There is a positive correlation between Personalization and Fashion ($r=0.807$, $p<0.01$). There is a positive correlation between Personalization and Socialization ($r=0.804$, $p<0.01$).

There is a positive correlation between Branding and Consumer purchasing decisions ($r=0.795$, $p<0.01$). There is a positive correlation between Branding and Entertainment ($r=0.791$, $p<0.01$). There is a positive correlation between Branding and Informativeness ($r=0.776$, $p<0.01$). There is a positive correlation between Branding and Interactivity ($r=0.776$, $p<0.01$). There is a positive correlation between Branding and Engagement ($r=0.800$, $p<0.01$). There is a positive correlation between Branding and Video information quality ($r=0.809$, $p<0.01$). There is a positive correlation between Branding and Product information visualization ($r=0.804$, $p<0.01$). There is a positive correlation between Branding and Video emotion polarity ($r=0.807$, $p<0.01$). There is a positive correlation between Branding and Video publisher credibility ($r=0.804$, $p<0.01$). There is a positive correlation between Branding and Fashion ($r=0.788$, $p<0.01$). There is a positive correlation between Branding and Socialization

($r=0.784$, $p<0.01$). There is a positive correlation between Branding and Personalization ($r=0.791$, $p<0.01$).

Multicollinearity

Multicollinearity is a statistical phenomenon in which two or more predictor variables in a regression model are significantly connected. The acceptable criteria for tolerance level is less than 0.1, and the VIF values are significantly less than 10 (Al-Jafari and Samman, 2015). The tolerance level and VIF is shown in table 30.

Table 29 Multicollinearity of independent and dependent variable

Items	Tolerance	VIF (Variance Inflation Factor)
Entertainment	.183	5.479
Informativeness	.251	3.980
Interactivity	.249	4.008
Engagement	.191	5.242
Video information quality	.186	5.377
Product information visualization	.188	5.316
Video emotion polarity	.206	4.846
Video publisher credibility	.206	4.854
Fashion	.215	4.648
Socialization	.233	4.287
Personalization	.194	5.155
Branding	.228	4.392

Source: Data and information from the research

In table 30 shows the tolerance and VIF (Variance Inflation Factor) for the items in the study. In Entertainment has tolerance (0.183) and Variance Inflation Factor (5.479), Informativeness has tolerance (0.251) and Variance Inflation Factor (3.980) , Interactivity has tolerance (0.249) and Variance Inflation Factor (4.008) , Engagement has tolerance (0.191) and Variance Inflation Factor (5.242) , Video information quality has tolerance (0.186) and Variance Inflation Factor (5.377), Product information visualization has tolerance (0.188) and Variance Inflation Factor (5.316), Video emotion polarity has tolerance (0.206) and Variance Inflation Factor (4.846), Video publisher credibility has

tolerance (0.205) and Variance Inflation Factor (4.854), Fashion has tolerance (0.215) and Variance Inflation Factor (4.648), Socialization has tolerance (0.233) and Variance Inflation Factor (4.287), Personalization has tolerance (0.194) and Variance Inflation Factor (5.155), Branding has tolerance (0.228) and Variance Inflation Factor (4.392) respectively which are all accepted the criteria.

Inferential Data Analysis for Hypothesis Testing

The inferential data analysis covered in this section is essential to the thorough investigation of the study's hypotheses. The analysis is done with the factor of Advertising Value, Video-based eWOM Features and Psychological Needs affect consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

Hypothesis 1: Advertising Value specifically Entertainment, Informativeness, Interactivity, Engagement influences the Consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

H_0 : Advertising Value (Entertainment, Informativeness, Interactivity, Engagement) do not influences the Consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

H_1 : Advertising Value (Entertainment, Informativeness, Interactivity, Engagement) influences the Consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

Multiple Regression Analysis is used in the analysis to investigate the relationship between the independent and dependent variables. The regression model's independent variable selection process uses the Enter technique. There is a 95% degree of confidence in the analysis. Therefore, if the significance (Sig.) value is less than or equal to 0.05, the alternative hypothesis (H_1) will be accepted and the null hypothesis (H_0) will be rejected. The following independent variables have been designated for inclusion in the analysis:

X_1 = Entertainment

X_2 = Informativeness

X_3 = Interactivity

X_4 = Engagement

Y = Consumer Purchasing Decisions

Table 31 shows the outcomes of multiple regression analysis on overall purchase decisions, using Multiple Regression values.

Table 30 ANNOVA Test of Advertising Value

Source of Variation	Sum of Squares	Df	Mean Square	F	Sig.
Regression	165.816	4	41.454	322.577	.000
Residual	50.761	395	.129		
Total	216.577	399			

*Statistically significant at the $p < 0.05$ level.

Source: Data and information from the research

From table 31 shows that the multiple regression analysis examining the impact on Consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform revealed a p-value of <0.001 . This value, being below the 0.05 threshold, leads to the rejection of the null hypothesis (H0) and the acceptance of the alternative hypothesis (H1). This indicates that at least one aspect of the advertising value significantly influences the Consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform with statistical significance at the 0.05 level.

Table 31 Multiple Regression Analysis of Advertising Value

Predictor Variables	Consumer purchasing decisions			
	B	Std. Error	t	Sig.
(Constant)	.068	.116	.587	.558
Entertainment	.244	.051	4.807	.000
Informativeness	.231	.047	4.881	.000
Interactivity	.204	.049	4.129	.000
Engagement	.311	.051	6.125	.000

$r = 0.875$

Adjusted $R^2 = 0.763$

$R^2 = 0.766$

SE = .35848

*Statistically significant at the $p < 0.05$ level

Source: Data and information from the research

Table 32 provides the analysis results about the impact of Entertainment (X_1), Informativeness (X_2), Interactivity (X_3), Engagement (X_4) on consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform. The finding indicates that the variables Entertainment, Informativeness, Interactivity, Engagement collective account for 76.3% of the variance in purchasing decision, as evidence by an adjusted R^2 value of 0.763.

Consequently, a linear prediction equation can be formulated as follows:

$$Y = 0.068 + 0.244 * \text{Entertainment} + 0.231 * \text{Informativeness} + 0.204 * \text{Interactivity} + 0.311 * \text{Engagement}$$

Hypothesis 2: Video-based eWOM Features specifically Video information quality, Product information visualization, Video emotion polarity, Video publisher credibility, influence the Consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

H_0 : Video-based eWOM Features (Video information quality, Product information visualization, Video emotion polarity, Video publisher credibility) do not influence the Consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

H_1 : Video-based eWOM Features (Video information quality, Product information visualization, Video emotion polarity, Video publisher credibility) influence the Consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

Multiple Regression Analysis is used in the analysis to investigate the relationship between the independent and dependent variables. The regression model's independent variable selection process uses the Enter technique. There is a 95% degree of confidence in the analysis. Therefore, if the significance (Sig.) value is less than or equal to 0.05, the alternative hypothesis (H_1) will be accepted and the null hypothesis (H_0) will be rejected. The following independent variables have been designated for inclusion in the analysis:

X_1 = Video information quality

X_2 = Product information visualization

X_3 = Video emotion polarity

X_4 = Video publisher credibility

Y = Consumer Purchasing Decisions

Table 33 shows the outcomes of multiple regression analysis on overall purchase decisions, using Multiple Regression values.

Table 32 ANNOVA Test of Video-based eWOM Features

Source of Variation	Sum of Squares	Df	Mean Square	F	Sig.
Regression	169.112	4	42.278	351.835	.000
Residual	47.465	395	.120		
Total	216.577	399			

*Statistically significant at the $p < 0.05$ level.

Source: Data and information from the research

From table 33 shows that the multiple regression analysis examining the impact on Consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform revealed a p-value of <0.001 . This value, being below the 0.05 threshold, leads to the rejection of the null hypothesis (H0) and the acceptance of the alternative hypothesis (H1). This indicates that at least one aspect of the Video-based eWOM Features significantly influences the Consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform with statistical significance at the 0.05 level.

Table 33 Multiple Regression Analysis of Video-based eWOM Features

Predictor Variables	Consumer purchasing decisions			
	B	Std. Error	t	Sig.
(Constant)	.026	.112	.229	.819
Video information quality	.282	.051	5.555	.000
Product information visualization	.202	.048	4.176	.000
Video emotion polarity	.208	.052	4.010	.000
Video publisher credibility	.303	.047	6.497	.000

$r = 0.884$

Adjusted $R^2 = 0.779$

$R^2 = 0.781$

SE = .34665

*Statistically significant at the $p < 0.05$ level

Source: Data and information from the research

Table 34 provides the analysis results about the impact of Video information quality (X_1), Product information visualization (X_2), Video emotion polarity (X_3), Video publisher credibility (X_4) on consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform. The finding indicates that the variables Video information quality, Product information visualization, Video emotion polarity, Video publisher credibility collective account for 77.9% of the variance in purchasing decision, as evidence by an adjusted R^2 value of 0.779.

Consequently, a linear prediction equation can be formulated as follows:

$$Y = 0.026 + 0.282 * \text{Video information quality} + 0.202 * \text{Product information visualization} + 0.208 * \text{Video emotion polarity} + 0.303 * \text{Video publisher credibility}$$

Hypothesis 3: Psychological Needs specifically Fashion, Socialization, Personalization, Branding influence the Consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

H_0 : Psychological Needs (Fashion, Socialization, Personalization, Branding) do not influence the Consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

H_1 : Psychological Needs (Fashion, Socialization, Personalization, Branding) influence the Consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.

Multiple Regression Analysis is used in the analysis to investigate the relationship between the independent and dependent variables. The regression model's independent variable selection process uses the Enter technique. There is a 95% degree of confidence in the analysis. Therefore, if the significance (Sig.) value is less than or equal to 0.05, the alternative hypothesis (H_1) will be accepted and the null hypothesis (H_0) will be rejected. The following independent variables have been designated for inclusion in the analysis:

X_1 = Fashion

X_2 = Socialization

X_3 = Personalization

X_4 = Branding

Y = Consumer Purchasing Decisions

Table 35 shows the outcomes of multiple regression analysis on overall purchase decisions, using Multiple Regression values.

Table 34 ANNOVA Test of Psychological Needs

Source of Variation	Sum of Squares	Df	Mean Square	F	Sig.
Regression	167.944	4	41.986	341.013	.000
Residual	48.633	395	.123		
Total	216.577	399			

*Statistically significant at the $p < 0.05$ level.

Source: Data and information from the research

From table 35 shows that the multiple regression analysis examining the impact on Consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform revealed a p-value of <0.001 . This value, being below the 0.05 threshold, leads to the rejection of the null hypothesis (H0) and the acceptance of the alternative hypothesis (H1). This indicates that at least one aspect of the Psychological Needs significantly influences the Consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform with statistical significance at the 0.05 level.

Table 35 Multiple Regression Analysis of Psychological Needs

Predictor Variables	Consumer purchasing decisions			
	B	Std. Error	t	Sig.
(Constant)	.211	.108	1.948	.052
Fashion	.221	.046	4.839	.000
Socialization	.266	.045	5.868	.000
Personalization	.277	.048	5.798	.000
Branding	.188	.044	4.274	.000

$r = 0.881$

Adjusted $R^2 = 0.773$

$R^2 = 0.775$

SE = .35089

Source: Data and information from the research

Table 36 provides the analysis results about the impact of Fashion (X_1), Socialization (X_2), Personalization (X_3), Branding (X_4) on consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform. The finding indicates that the variables Fashion, Socialization, Personalization, branding collective account for 77.3% of the variance in purchasing decision, as evidence by an adjusted R^2 value of 0.773.

Consequently, a linear prediction equation can be formulated as follows:

$$Y = 0.211 + 0.221 * \text{Fashion} + 0.266 * \text{Socialization} + 0.277 * \text{Personalization} + 0.188 * \text{Branding}$$

Through multiple linear regression analysis, Entertainment, Informativeness, Interactivity, Engagement, Video information quality, Product information visualization, Video emotion polarity, Video publisher credibility, Fashion, Socialization, Personalization, Branding has significant positive independent effects on Consumer Purchasing decisions.

The higher the average score of Entertainment, the higher the average score of consumers purchasing decisions. When the average score of Entertainment increases by one unit, the average score of consumers purchasing decisions will increase by 0.244 units. Therefore, the hypothesis H1a can be accepted. The higher the average score of Informativeness, the higher the average score of consumers purchasing decisions. When the average score of Informativeness increases by one unit, the average score of consumers purchasing decisions will increase by 0.231 units. Therefore, the hypothesis H1b can be accepted. The higher the average score of Interactivity, the higher the average score of consumers purchasing decisions. When the average score of Interactivity increases by one unit, the average score of consumers purchasing decisions will increase by 0.204 units. Therefore, the hypothesis H1c can be accepted. The higher the average score of Engagement, the higher the average score of consumers purchasing decisions. When the average score of Engagement increases by one unit, the average score of consumers purchasing decisions will increase by 0.311 units. Therefore, the hypothesis H1d can be accepted.

The higher the average score of Video information quality, the higher the average score of consumers purchasing decisions. When the average score of Video information quality increases by one unit, the average score of consumers purchasing decisions will increase by 0.282 units. Therefore, the hypothesis H2a can be accepted. The higher the average score of Product information visualization, the higher the average score of consumers purchasing decisions. When the average score

of Product information visualization increases by one unit, the average score of consumers purchasing decisions will increase by 0.202 units. Therefore, the hypothesis H2b can be accepted. The higher the average score of Video emotion polarity, the higher the average score of consumers purchasing decisions. When the average score of Video emotion polarity increases by one unit, the average score of consumers purchasing decisions will increase by 0.208 units. Therefore, the hypothesis H2c can be accepted. The higher the average score of Video publisher credibility, the higher the average score of consumers purchasing decisions. When the average score of Video publisher credibility increases by one unit, the average score of consumers purchasing decisions will increase by 0.303 units. Therefore, the hypothesis H2d can be accepted.

The higher the average score of Fashion, the higher the average score of consumers purchasing decisions. When the average score of Fashion increases by one unit, the average score of consumers purchasing decisions will increase by 0.221 units. Therefore, the hypothesis H3a can be accepted. The higher the average score of Socialization, the higher the average score of consumers purchasing decisions. When the average score of Socialization increases by one unit, the average score of consumers purchasing decisions will increase by 0.266 units. Therefore, the hypothesis H3b can be accepted. The higher the average score of Personalization, the higher the average score of consumers purchasing decisions. When the average score of Personalization increases by one unit, the average score of consumers purchasing decisions will increase by 0.277 units. Therefore, the hypothesis H3c can be accepted. The higher the average score of Branding, the higher the average score of consumers purchasing decisions. When the average score of Branding increases by one unit, the average score of consumers purchasing decisions will increase by 0.188 units. Therefore, the hypothesis H3d can be accepted.

Table 36 Summary of Hypothesis

No	Research Hypothesis	Conclude
H1	Advertising Value influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.	√
H1a	Entertainment influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.	√

Table 37 (Continued)

No	Research Hypothesis	Conclude
H1b	Informativeness influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.	√
H1c	Interactivity influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.	√
H1d	Engagement influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.	√
H2	Video-based eWOM Features influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.	√
H2a	Video information quality influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.	√
H2b	Product information visualization influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.	√
H2c	Video emotion polarity influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.	√
H2d	Video publisher credibility influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.	√
H3	Psychological Needs influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.	√
H3a	Fashion influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.	√
H3b	Socialization influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.	√

Table 37 (Continued)

No	Research Hypothesis	Conclude
H3c	Personalization influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.	√
H3d	Branding influence the consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform.	√

Source: Data and information from the research



CHAPTER V CONCLUSION, DISCUSSION AND RECOMMENDATION

This study's conclusion summarises its findings and confirms the importance of the research question. The discussion part provides insightful information about the larger context by critically analysing the results, addressing their limitations, and comparing them with previous research. These insights lead to recommendations that give people or organisations concrete ways to improve procedures or rules. This thorough method promotes a greater comprehension of the subject matter by summarising the study's contributions and providing guidance for future research and practical applications. The topics included in this chapter are listed below:

1. Conclusion
2. Discussion
3. Research Significant
 - 3.1 Theoretical Significant
 - 3.2 Practical Significant
4. Limitation of the Study
5. Recommendation and Future Research

Conclusion

The majority of respondents were female followed by male respectively. The majority of respondents age were 26-35 years followed by less than or equal to 25 years, 36-45 years, and 46 years and above respectively. The majority of respondents marital status were single followed by married, Separated and Divorced/Widowed respectively. The majority of respondents education were master followed by undergraduate, higher school, junior college, PhD and below higher school respectively. The majority of respondents income were 3001 – 6000 RMB followed by less than or equal 3,000 RMB, 6001 to 10,000 RMB, 10,001 RMB to 15,000 RMB and 15,001 RMB and above respectively. The majority of respondents career were personal business followed by student, private company employee's government employees, entrepreneur/ business owner, government officials and other respectively. The majority of respondents frequency of using the douyin application were every day (7 days/week) followed by 4-6 days/week, 1-3 days/week, less than 3 days/week, and other respectively.

The finding indicates that the variables entertainment, informativeness, interactivity, engagement collective account for 76.3% of the variance in consumer purchasing decision. The finding indicates that the variables Video information quality, Product information visualization, Video emotion polarity, Video publisher credibility collective account for 77.9% of the variance in consumer purchasing decision. The finding indicates that the variables Fashion, Socialization, Personalization, branding collective account for 77.3% of the variance in consumer purchasing decision.

When the average score of Entertainment increases by one unit, the average score of consumers purchasing decisions will increase by 0.244 units. Therefore, the hypothesis H1a can be accepted. When the average score of Informativeness increases by one unit, the average score of consumers purchasing decisions will increase by 0.231 units. Therefore, the hypothesis H1b can be accepted. When the average score of Interactivity increases by one unit, the average score of consumers purchasing decisions will increase by 0.204 units. Therefore, the hypothesis H1c can be accepted. When the average score of Engagement increases by one unit, the average score of consumers purchasing decisions will increase by 0.311 units. Therefore, the hypothesis H1d can be accepted.

When the average score of Video information quality increases by one unit, the average score of consumers purchasing decisions will increase by 0.282 units. Therefore, the hypothesis H2a can be accepted. When the average score of Product information visualization increases by one unit, the average score of consumers purchasing decisions will increase by 0.202 units. Therefore, the hypothesis H2b can be accepted. When the average score of Video emotion polarity increases by one unit, the average score of consumers purchasing decisions will increase by 0.208 units. Therefore, the hypothesis H2c can be accepted. When the average score of Video publisher credibility increases by one unit, the average score of consumers purchasing decisions will increase by 0.303 units. Therefore, the hypothesis H2d can be accepted.

When the average score of Fashion increases by one unit, the average score of consumers purchasing decisions will increase by 0.221 units. Therefore, the hypothesis H3a can be accepted. When the average score of Socialization increases by one unit, the average score of consumers purchasing decisions will increase by 0.266 units. Therefore, the hypothesis H3b can be accepted. When the average score of Personalization increases by one unit, the average score of consumers purchasing decisions will increase by 0.277 units. Therefore, the hypothesis H3c can be

accepted. When the average score of Branding increases by one unit, the average score of consumers purchasing decisions will increase by 0.188 units. Therefore, the hypothesis H3d can be accepted.

Discussion

The study supported that advertising value (Entertainment, Informativeness, Interactivity, Engagement) influence the consumer purchasing decisions in the context of short video information flow advertising on the douyin platform. The result is in line with Wulandari and Darma (2020) states that consumer choice for purchasing decision is positively and significantly impacted by advertising effectiveness, creativity, appeal, and endorser credibility. And also, the result is consistent with Aliah and Mapparenta (2021) states that factors related to advertising and brand perception significantly impacted the variable related to purchasing choice.

The study also supported video-based eWOM features (Video information quality, Product information visualization, Video emotion polarity, Video publisher credibility) influence the consumer purchasing decisions in the context of short video information flow advertising on the douyin platform. The result in line with Wangsa et al. (2022) states that there is positive and significant effect of electronic word of mouth on purchase decisions. The result is consistent with Romadhoni et al. (2023) states that social e-word-of-mouth had a positive impact on consumers' intentions to make purchases and also e-word-of-mouth also had a positive impact on consumers' intentions to make purchases through purchase intention.

The study also supported psychological needs (Fashion, Socialization, Personalization, branding) influence the consumer purchasing decisions in the context of short video information flow advertising on the douyin platform. The result is in line with Puspita (2022) which states that Purchasing decisions are significantly influenced by psychological factors. The result is consistent with Nasution (2019) states that purchase decisions of Yamaha motorcycles are influenced by a variety of social, personal, and psychological aspects, all of which have a positive value.

Research Significant

The significant of the study of this research is divided into two sections which are theoretical and practical significant which are explained below:

Theoretical Significant

The investigation of factors influencing consumers' purchase decisions about short video information flow advertising on the Douyin platform in the digital economy age is theoretically significant since it adds to the knowledge of modern consumer behaviour. First of all, it clarifies the influence of brief video information flow advertising on customer decision-making processes, which enhances the comprehension of its efficacy. The study offers perspectives on platform specific dynamics by concentrating on Douyin, This helps to create a deeper comprehension of user behaviour in a unique digital environment.

Additionally, the study adds to the larger conversation about the power of social media and how it shapes consumer preferences. Douyin is a fascinating case study because of its social dynamics and content-sharing structure, which provide theoretical insights about how influencers and social interactions on the platform affect customer decisions. The study also has applications for marketers, helping to shape the creation of focused plans for Douyin short video ads. The research fills a knowledge gap by elucidating the variables impacting customer purchasing decisions. This helps marketers navigate the intricacies of the digital economy era.

Practical Significant

It is imperative for firms in the digital economy era to comprehend the aspects that influence customer purchasing decisions when it comes to short video information flow advertising, Douyin. The well-known short video platform Douyin has become a major force in digital marketing, influencing the tastes and habits of users. The visual attractiveness of short films is one important component; they have a greater ability to captivate and engage viewers than traditional forms of advertising. Douyin videos are known for their shortness, which guarantees that viewers will receive succinct but powerful messages that will affect their purchase decisions. Furthermore, Douyin's interactive features let users engage with trends, and user-generated material, building an awareness of belonging and influencing decisions about what to buy through the way of social validation.

Douyin's algorithm-driven personalized content distribution is another important aspect. The platform increases the relevance and efficacy of marketing communications by customizing adverts to meet individual interests based on the analysis of user preferences and behavior. Furthermore, the simplicity with which Douyin may be accessed on mobile devices improves consumer convenience by permitting impulsive purchases. Marketers must comprehend these elements to optimize their advertising strategies on Douyin and adjust to the changing digital economy. This will ultimately increase the efficacy of short video information flow advertising and favorably impact consumer purchasing decisions.

Limitation of the Study

Firstly, the study's limited applicability stems from its narrow emphasis on Douyin platform users, which may limit the findings' applicability to other short video platforms and a wider range of consumer demographics. The distinct features and user habits exclusive to Douyin might not fully reflect the wider field of short video platforms or satisfy the wide range of tastes of a more varied customer base. As a result, it is recommended to exercise caution when applying the study's conclusions to settings other than Douyin.

Secondly, due to the different cultural backgrounds of Douyin users, the study may not provide a thorough understanding of cross-cultural influences. The research might not adequately account for the cultural subtleties that influence purchasing decisions. Due to this constraint, the findings can't be applied universally because of the elements that were detected on Douyin within a particular cultural setting. It is important to acknowledge and take into account the variety of cultures among users when attempting to gain a clearer picture of how consumers make decisions on the Douyin platform. This diversity can lead to inconsistencies in attitudes and behaviors.

Thirdly, the study may not fully investigate the particular marketing tactics used by firms, which could leave it lacking complete knowledge of the influence of short video information flow advertising on Douyin. Strategic subtleties can have a significant impact on the efficacy of advertising, and a superficial analysis may not provide enough information about how different marketing strategies affect the decisions that consumers make. The lack of a thorough examination of marketing campaign details may cause the study to miss important factors that affect the general efficacy and acceptability of short video advertising on the Douyin platform.

Recommendation and Future Research

Recommendation

The recommendations of the study are summarized below:

Firstly, Recommendation to conduct user engagement analysis. An extensive analysis of Douyin's user analytics, such as likes, shares, comments, and video duration, is part of the user engagement analysis process. Marketers can identify user trends and preferences by closely examining these patterns. By customizing content to match the platform's user behaviors, this data is a useful tool for improving advertising campaigns and eventually optimizing for increased user interaction. By ensuring that advertising activities are precisely adjusted to gather maximum attention and interaction within Douyin's dynamic environment, this technique helps create digital marketing campaigns that are more impactful and effective.

Secondly, recommendation about incorporating influencers on Douyin. Marketers can easily incorporate goods or services into content by collaborating with well-known Douyin influencers, who will also reflect the preferences of the platform's users. Through the influencer's existing audience, this strategic partnership not only increases brand reach but also leverages the influencer's credibility to increase the brand's credibility. Influencer content alignment guarantees a fit with user interests that is organic, resulting in genuine connections and a higher chance of positive customer engagement within Douyin's vibrant and powerful community.

Thirdly, recommendation about cross-cultural studies. Cross-cultural studies entail extending the scope of research to perform comparative evaluations of Douyin user behavior across other nations or regions. Through the analysis of user behavior on the platform across cultural backgrounds, researchers can gain valuable insights into the platform's global applicability and pinpoint regional variations that impact purchasing decisions. This methodology not only enhances comprehension of cultural impacts on digital consumption, but it also permits marketers to customize approaches that align with certain cultural settings. Understandings gathered from cross-cultural research on Douyin can direct the creation of focused and culturally aware advertising strategies, maximizing efficacy in an increasingly international digital environment.

Future research

The exploration of future research of this study are summarized below:

To learn how factors impacting customer purchasing decisions may differ comparative analysis is the process of examining several short video platforms to identify differences in the aspects that affect consumers' decisions to buy. By examining the distinctions between the platforms, scholars might reveal distinctive features of Douyin and its user. Crafting marketing tactics that work requires an understanding of how user behaviors and preferences vary between platforms. Comparative analyses shed light on the unique qualities that draw and keep users on Douyin, allowing advertisers to tailor their content to the unique dynamics of the platform. This methodology enables a sophisticated comprehension of the digital terrain, hence guiding tactical determinations to optimize the influence of promotional endeavors on Douyin and additional brief video platforms.

It is imperative to investigate the incorporation of cutting-edge technologies such as augmented reality (AR) and virtual reality (VR) in Douyin's brief video advertisements. In the context of the digital economy, this study evaluates how AR and VR affect user engagement and purchase decisions. Through the integration of immersive experiences, like virtual reality simulations or interactive augmented reality features, into brief video content, marketers can improve user engagement and impact customer purchasing decisions. Examining these technologies' efficacy on Douyin gives marketers important insights into how they will influence digital advertising going forward, keeping them at the center of creative and powerful marketing tactics.

Cross-cultural studies in Douyin study entail analyzing consumer behavior between nations and expanding the analysis to various locations. This method reveals subtleties unique to a certain location that affects purchasing decisions and provides insights into global applicability. Marketers can have a more detailed perspective on successful strategies by comprehending how cultural differences influence user interactions with Douyin. The customization of advertising content is informed by insights gleaned from cross-cultural studies, which guarantee alignment with a variety of cultural contexts. This all-encompassing strategy not only increases the platform's worldwide relevance but also enables marketers to negotiate regional nuances, resulting in more effective and culturally appropriate marketing campaigns that are customized to the tastes and actions of users in various locations or nations.

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APPENDIXES



APPENDIXES A

ENGLISH QUESTIONNAIRES

**THE FACTORS INFLUENCING CONSUMER PURCHASING DECISION TOWARDS
SHORT VIDEO INFORMATION FLOW ADVERTISING: A CASE STUDY OF
DOUYIN PLATFORM**

Dear Friends,

Hello, I am conducting research on a topic, “The factors influencing consumer purchasing decision towards short video information flow advertising: a case study of douyin platform”. The drive of this research is to understand and analyse your opinions. your answer is valuable for my research. any personal information and your answer will be kept completely confidential. please rest assured to fill it. thank you for your valuable time.

Part 1 Screening Questions

1. Have you used the Douyin platform for shopping in the past six months?

Yes	
No	(End the Questions)

2. Have you ever made a purchase on the Douyin platform after encountering short video information flow advertising?

Yes	
No	(End the Questions)

3. Are you currently residing in Chengdu, Sichuan province, China?

Yes	
No	(End the Questions)

Part 2 Demographic Information

4. Gender

Male	
Female	

5. Age

Less than or equal to 25 years	
26-35 years	
36-45 years	
46 years and above	

6. Marital Status

Single	
Married	

Divorced/Widowed	
Separated	

7. Education

Below Higher School	
Higher School	
Junior College	
Undergraduate	
Master	
PhD	

8. Income

Less than or equal 3,000 RMB	
3001 – 6000 RMB	
6001 to 10,000 RMB	
10,001 RMB to 15,000 RMB	
15,001 RMB and above	

9. Career

Private company employees government employees	
Government officials	
Entrepreneur/ Business owne	
Personal business	
Student / Student	
Other (please specify)	

10. Frequency of using the Douyin application

Every day (7 days/week)	
4-6 days/week	
1-3 days/week	
Less than 3 days/week	
Other (please specify).	

Part 3 Advertising Value (X1)

In this section, kindly read the given statement carefully and choose your appropriate value and tick (√) the respective value. The value is on the basis of five-point Likert scale which describe as:

5=Strongly agree

4=Agree

3=Neutral

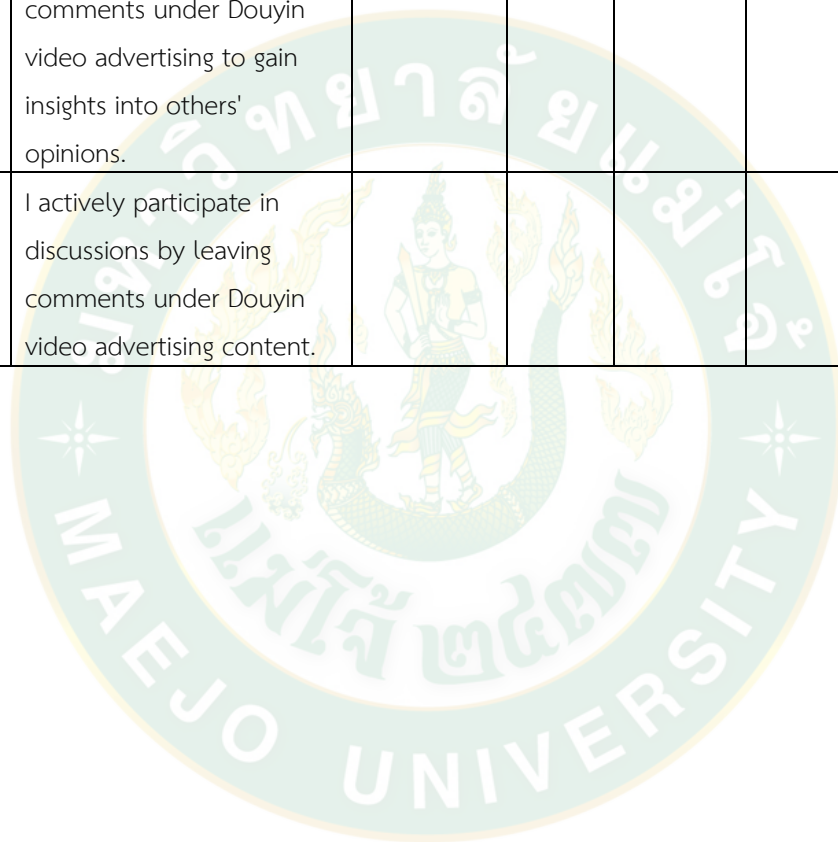
2=Disagree

1=Strongly Disagree

No	Questionnaire	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
Entertainment						
1.	I find Douyin advertising attractive and enjoyable.					
2.	I appreciate the inclusion of storylines in Douyin advertising.					
3.	I derive enjoyment from the overall Douyin advertising experience.					
4.	The use of colors in Douyin advertising is important to me.					
5.	I believe the music in Douyin advertising should be well-matched to the content.					
Informativeness						
6.	Douyin advertising provides the necessary information I seek.					
7.	The information presented in Douyin advertising is easily comprehensible.					

8.	Douyin advertising effectively communicates features aligned with my preferences.					
9.	I perceive Douyin advertising as a valuable and useful source of information.					
Media Interactivity						
10.	I explore the advertiser's website after watching a video ad on Douyin.					
11.	When I visit the advertiser's Douyin account, I actively seek videos showcasing their products or services.					
12.	I subscribe to a Douyin channel in response to a "call to action" encouraging channel subscription.					
13.	I utilize interactive features like clickable links and buttons while watching videos on Douyin.					
Engagement						
14.	I actively engage with Douyin video advertising by clicking the "like" button when I find it interesting.					
15.	In response to dissatisfaction, I express my opinion on Douyin video advertising by clicking the "dislike" button.					
16.	I contribute to the Douyin video advertising					

	community by sharing my thoughts and opinions through comments.					
17.	When genuinely impressed by a Douyin video ad, I share the link on my social media platforms.					
18.	I proactively explore comments under Douyin video advertising to gain insights into others' opinions.					
19.	I actively participate in discussions by leaving comments under Douyin video advertising content.					



Part 4 Video-based eWOM Features (X2)

In this section, kindly read the given statement carefully and choose your appropriate value and tick (✓) the respective value. The value is on the basis of five-point Likert scale which describe as:

5=Strongly agree

4=Agree

3=Neutral

2=Disagree

1=Strongly Disagree

No	Questionnaire	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
Video information quality						
1.	The video on Douyin provides accurate and detailed information about the advertised product or service.					
2.	I perceive the information presented in the Douyin video to be trustworthy and reliable.					
3.	The content of the Douyin video is directly related to my interests and preferences.					
4.	The information in the Douyin video is presented in a clear and understandable manner.					
5.	I perceive the information in the Douyin video to be current and up-to-date.					
Product information visualization						
6.	The review video clearly presents detailed information					

	about the product.					
7.	I find it easy to understand the comprehensive details of the product information in the review video.					
8.	The review video provides a comprehensive presentation of product features and specifications.					
9.	Visual elements in the review video effectively communicate the product information.					
10.	I feel confident in my understanding of the product information conveyed in the review video.					
Video emotion polarity						
11.	The positive emotional tone in the Douyin video captivates my attention.					
12.	The positive emotions expressed in the Douyin video influence my feelings towards the promoted product or service.					
13.	The positive emotional tone enhances my engagement with the Douyin video.					
14.	I perceive the positive emotions in the Douyin video as authentic and genuine.					
15.	The positive emotional tone in the Douyin video positively influences my intent to consider or purchase the					

	promoted product or service.					
Video publisher credibility						
16.	I perceive the video publisher on Douyin as trustworthy in delivering credible content.					
17.	The video publisher on Douyin is a credible source of information about the promoted product or service.					
18.	I believe the video publisher on Douyin consistently delivers reliable and accurate content.					
19.	The Douyin video publisher maintains consistency in messaging, enhancing their credibility.					
20.	I perceive the Douyin video publisher as knowledgeable and having expertise in the content they create.					

Part 5 Psychological Needs (X3)

In this section, kindly read the given statement carefully and choose your appropriate value and tick (✓) the respective value. The value is on the basis of five-point Likert scale which describe as:

5=Strongly agree

4=Agree

3=Neutral

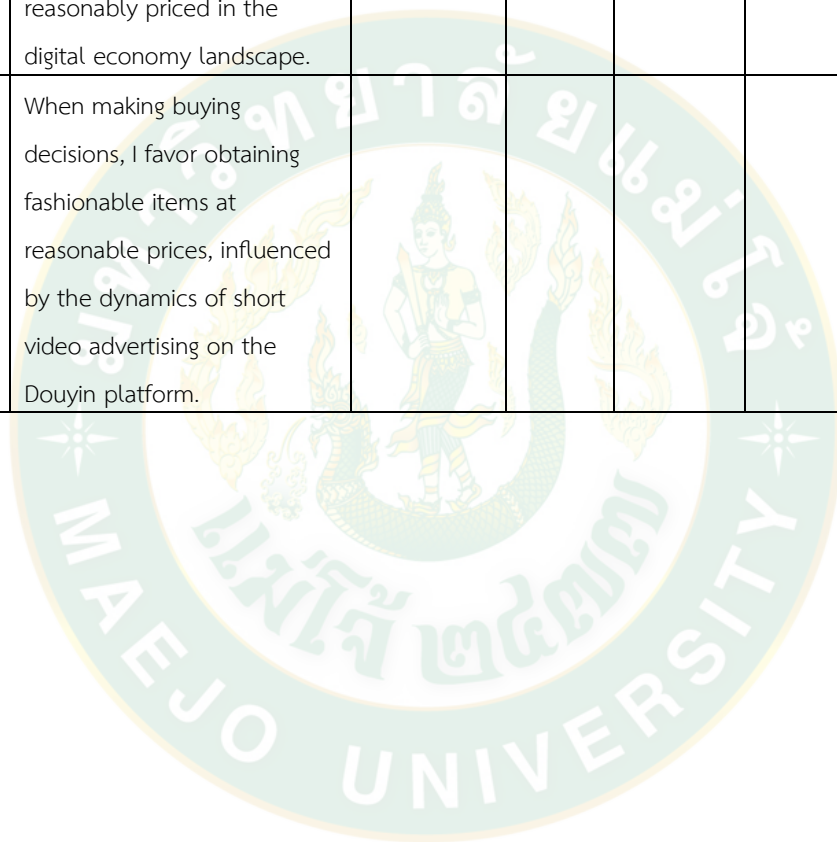
2=Disagree

1=Strongly Disagree

No	Questionnaire	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
Fashion						
1.	Short video advertising content on Douyin holds the potential to elevate viewers' sense of style.					
2.	Viewing short video ads on Douyin has the effect of enhancing my personal sense of style.					
3.	Short video ads on Douyin play a role in assisting viewers to showcase their individual fashion and style.					
4.	Individuals who engage with short video ads on Douyin often exhibit distinctive and unique personalities.					
Socialization						
5.	Engaging with short video ads allows me to foster positive social connections with fellow fashion enthusiasts.					
6.	Short video ads on Douyin instill in me a feeling of being					

	part of the fashion community.					
7.	Interactions with short video ads offer me the chance to build close friendships among fellow fashion enthusiasts.					
8.	The impact of short video ads on Douyin leaves me with a favorable perception of the fashion community in my surroundings.					
Personalization						
9.	Short video ads on Douyin intuitively understand and cater to my specific preferences.					
10.	Short video ads on Douyin comprehend and address my unique tastes.					
11.	Short video ads on Douyin curate and store my favorite content, offering additional services tailored to my preferences.					
12.	Short video ads on Douyin excel at anticipating my desired elements and providing insightful suggestions.					
Branding						
13.	When deciding on purchases, I prioritize items that offer high-cost performance, aligning with the digital economy era.					

14.	In the context of acquiring goods, I evaluate their value, considering the unique aspects of short video information flow advertising.					
15.	Short video ads shape my perception of fashion items, portraying them as reasonably priced in the digital economy landscape.					
16.	When making buying decisions, I favor obtaining fashionable items at reasonable prices, influenced by the dynamics of short video advertising on the Douyin platform.					



Part 6: Consumer purchasing decisions in the context of short video information flow advertising on the Douyin platform (Y)

In this section, kindly read the given statement carefully and choose your appropriate value and tick (✓) the respective value. The value is on the basis of five-point Likert scale which describe as:

5=Strongly agree

4=Agree

3=Neutral

2=Disagree

1=Strongly Disagree

No	Questionnaire	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
1.	After watching short videos on Douyin, I can recall and remember specific products featured in the content.					
2.	Short videos on Douyin provide me with a new and better understanding of certain products.					
3.	Watching short videos on Douyin creates a positive feeling towards specific products.					
4.	Short videos on Douyin often provoke my impulse to consider purchasing specific products.					
5.	I frequently share information about products that I discover through short videos on Douyin with my friends and family.					

Thank You



APPENDIXES B

CHINESE QUESTIONNAIRES

影响消费者对短视频信息流广告购买决策的因素 ——抖音平台案例分析

亲爱的朋友们，

你好，我正在研究一个课题《影响消费者对短视频信息流广告购买决策的因素——抖音平台案例分析》。这项研究的动力是了解和分析您的观点。你的回答对我的研究很有价值。任何个人信息和您的回答将完全保密。请放心填写。感谢您抽出宝贵的时间。

第1部分 筛选问题

1. 过去六个月您是否使用过抖音平台购物？

是的		
没有		(结束问题)

2. 您是否曾在抖音平台上遇到短视频信息流广告后进行购买？

是的		
没有		(结束问题)

3. 您目前居住在中国四川省成都市吗？

是的		
没有		(结束问题)

第2部分 人口统计信息

4. 性别

男性	
女性	

5. 年龄

25岁及以下	
26-35岁	
36-45岁	
46岁及以上	

6. 婚姻状况

单身	
已婚	
离婚或丧偶	
分居	

7. 教育

高中以下	
高中	
初级大学	
大学本科	
硕士	
博士	

8. 收入

3000元及以下	
3001 – 6000 元	
6001至10,000元	
10,001至15,000元	
15,001元及以上	

9. 职业

私营公司雇员 政府雇员	
政府官员	
企业家/企业主	
个体户	
学生	
其他（请注明）	

10. 使用抖音应用的频率

每天（7天/周）	
4-6天/周	
1-3天/周	
每周少于3天	
其他（请注明）。	

第三部分 广告价值 (x1)

在本节中，请仔细阅读给定的陈述，选择合适的值并在相应的值上打勾(√)。该值基于李克特五点量表，描述为：

5=非常同意

4=同意

3=中性

2=不同意

1=强烈反对

编号	问卷调查	非常同意 (5)	同意 (4)	中性的 (3)	不同意 (2)	强烈反对 (1)
娱乐						
1.	我觉得抖音广告很有吸引力，也很有趣。					
2.	我很欣赏抖音广告中加入故事情节。					
3.	我从抖音的整体广告体验中获得了乐趣。					
4.	抖音广告中的色彩运用对我来说很重要。					
5.	我认为抖音广告中的音乐应该与内容相匹配。					
信息						
6.	抖音广告提供了我寻求的必要信息。					
7.	抖音广告中呈现的信息易于理解。					
8.	抖音广告有效地传达了符合我偏好的功能。					
9.	我认为抖音广告是一种有价值且有用的信息来源。					

媒体互动						
10.	我在抖音上观看视频广告后浏览了广告商的网站。					
11.	当我访问广告商的抖音帐户时，我会主动寻找展示其产品或服务的视频。					
12.	我订阅了抖音频道，以响应鼓励频道订阅的“号召性用语”。					
13.	我在抖音上观看视频时会使用可点击链接和按钮等互动功能。					
关联性						
14.	当我觉得有趣时，我会通过点击“喜欢”按钮来积极参与抖音视频广告。					
15.	针对不满，我通过点击“不喜欢”按钮来表达对抖音视频广告的看法。					
16.	我通过评论分享我的想法和意见，为抖音视频广告社区做出贡献。					
17.	当抖音视频广告给我留下深刻印象时，我会在社交媒体平台上分享该链接。					
18.	我主动探索抖音视频广告下的评论，以了解他人的观点。					
19.	我通过在抖音视频广告内容下发表评论的方式积极参与讨论。					

第 4 部分 基于视频的 eWOM 功能 (x2)

在本节中，请仔细阅读给定的陈述，选择合适的值并在相应的值上打勾 (√)。该值基于李克特五点量表，描述为：

5=非常同意

4=同意

3=中性

2=不同意

1=强烈反对

编号	问卷调查	非常同意 (5)	同意 (4)	中性的 (3)	不同意 (2)	强烈反对 (1)
视频信息质量						
1.	抖音上的视频提供了有关广告产品或服务的准确且详细的信息。					
2.	我认为抖音视频中呈现的信息是值得信赖和可靠的。					
3.	抖音视频的内容与我的兴趣和喜好直接相关。					
4.	抖音视频中的信息以清晰易懂的方式呈现。					
5.	我认为抖音视频中的信息是最新的。					
产品信息可视化						
6.	评测视频清晰地呈现了有关产品的详细信息。					
7.	我发现在评测视频中很容易理解产品信息的全面细节。					
8.	评测视频全面介绍了					

	产品功能和规格。					
9.	评论视频中的视觉元素有效地传达了产品信息。					
10.	我对自己对评论视频中传达的产品信息的理解充满信心。					
视频情感性						
11.	抖音视频中积极的情绪基调吸引了我的注意力。					
12.	抖音视频中表达的积极情绪会影响我对所推广产品或服务的感受。					
13.	积极的情绪基调增强了我对抖音视频的参与度。					
14.	我认为抖音视频中的积极情绪是真实的。					
15.	抖音视频中积极的情绪基调对我考虑或购买所推广产品或服务的意图产生积极影响。					
视频发布可信度						
16.	我认为抖音上的视频发布商在提供可信内容方面值得信赖。					
17.	抖音上的视频发布者是有有关所推广产品或服务的可靠信息来源。					
18.	我相信抖音上的视频发布商始终如一地提供可靠且准确的内					

	容。					
19.	抖音视频发布者保持消息传递的一致性，从而提高了可信度。					
20.	我认为抖音视频发布者知识渊博，并且在他们创建的内容方面拥有专业知识。					

第五部分 心理需求 (x3)

在本节中，请仔细阅读给定的陈述，选择合适的值并在相应的值上打勾(√)。该值基于李克特五点量表，描述为：

5=非常同意

4=同意

3=中性

2=不同意

1=强烈反对

编号	问卷调查	非常同意 (5)	同意 (4)	中性的 (3)	不同意 (2)	强烈反对 (1)
时尚						
1.	抖音上的短视频广告内容具有提升观众时尚感的潜力。					
2.	在抖音上观看短视频广告有增强我个人风格感的作用。					
3.	抖音上的短视频广告起到了辅助观众展示个人时尚和风格的作用。					
4.	在抖音上接触短视频广告的人往往表现出鲜明而独特的个性。					
社会化						
5.	参与短视频广告使我					

	能够与其他时尚爱好者建立积极的社交联系。					
6.	抖音上的短视频广告让我有一种成为时尚界一部分的感觉。					
7.	与短视频广告的互动让我有机会与时尚爱好者建立亲密的友谊。					
8.	短视频广告对抖音的影响让我对周围的时尚界产生了好感。					
个性化						
9.	抖音上的短视频广告直观地了解并迎合了我的特定喜好。					
10.	抖音上的短视频广告理解并迎合了我独特的品味。					
11.	抖音上的短视频广告会策划并存储我最喜欢的内容，并根据我的喜好提供额外的服务。					
12.	抖音上的短视频广告擅长预测我想要的元素并提供富有洞察力的建议。					
品牌推广						
13.	在决定购买时，我会优先考虑性价比高、符合数字经济时代的商品。					
14.	在获取商品的背景下，我评估了它们的					

	价值，考虑到短视频信息流广告的独特之处。					
15.	短视频广告塑造了我对时尚单品的看法，将它们描绘成在数字经济领域价格合理的产品。					
16.	在做出购买决定时，受抖音平台短视频广告动态的影响，我更倾向于以合理的价格购买时尚单品。					



第六部分：抖音平台短视频信息流广告背景下的消费者购买决策 (v)

在本节中，请仔细阅读给定的陈述，选择合适的值并在相应的值上打勾 (v)。该值基于李克特五点量表，描述为：

5=非常同意

4=同意

3=中性

2=不同意

1=强烈反对

编号	问卷调查	非常同意 (5)	同意 (4)	中性的 (3)	不同意 (2)	强烈反对 (1)
1.	观看抖音短视频后，我可以回忆并记住内容中的特定产品。					
2.	抖音上的短视频让我对某些产品有了新的、更好的认识。					
3.	在抖音上观看短视频会给特定产品带来积极的感觉。					
4.	抖音上的短视频经常会激起我考虑购买特定产品的冲动。					
5.	我经常与我的朋友和家人分享我通过抖音短视频发现的产品信息。					

谢谢参与

CURRICULUM VITAE

NAME Jie Liu

DATE OF BIRTH 30 April 1992

EDUCATION 2014 Bachelor of Arts degree, Radio and Film College of Chengdu University of Technology, Chengdu, China

