

# Research on the Impact of the Development of Short Video Platform on Consumers' Purchase Demand and Consumption Level and the Reasons——Take Tiktok as an example

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**Abstract.** “Short video + e-commerce” means using capable online applications such as the Tiktok platform to buy and sell products in the form of short videos. With the rapid development of the Tiktok platform and the introduction of e-commerce, the “Short video + e-commerce” shopping method gradually produces impact on consumers' purchase behaviors. In this research, the impact on the purchase demand of TikTok users and the reasons for the increasing consumption of online short video platforms by network users are explored using the questionnaire survey, interview, and literature research. The results illustrate the reasons from six aspects: convenience, diversity, detailed descriptions, bargains, big data push, and the freshness of curiosity induced by short videos. Moreover, some current shortcomings of the TikTok shopping system have been suggested by several consumers in the interview, including inventing more practical functions for consumers and strictly supervising unscrupulous enterprises. In conclusion, this research investigated a positive relationship between the development of short video platforms and consumers' purchase demand and consumption level, pointing out some improvements that TikTok can provide.

**Keywords:** Short Video Platform; Consumers' Purchase Demand; Consumption Level; Tiktok.

## 1. Introduction

### 1.1 Research Background

With the development of science and technology, people are no longer satisfied with offline social interaction and consumption. In order to meet people's social and consumer needs, the emergence and development of social media platforms and live video shopping has become a popular topic in today's society and an essential part of people's daily life. TikTok is one of the mainstream social media that provide people with live video shopping.

TikTok was released on September 26, 2016. At first, it designed a music short video community to attract young users who pay attention to fashion trends, love novelty, and dare to try and have high requirements for video quality. With the change of versions, TikTok has improved social functions and various shooting, such as inviting friends from contacts and launching shooting filters and stickers. With the popularity of blogger videos and famous musicians, TikTok began to appear in the public's field of vision. Until 2017, TikTok gradually paid attention to the brand effect and focused on inviting celebrities and reds to increase video popularity to improve the number of users [1]. Many domestic entertainment stars and singers joined TikTok, releasing videos and new songs to attract the attention and support from their followers to initiate music challenges on TikTok. At the same time, TikTok had cooperated with global music programs, and variety shows to promote its popularity. This phenomenon had greatly increased the number of users of TikTok. In 2018, the number of TikTok users peaked, and daily active users reached more than 60 million. In the second half of 2019, TikTok began to deploy e-commerce. It became a common phenomenon to certify the advertisements and agents of blue V. Various merchants with goods released videos about their products to attract more consumers to consume through the increase of exposure or live streamings [2].

In order to meet the social and consumer needs of people in today's society, TikTok has gradually formed this market model of “short video + e-commerce” by combining short video and live video shopping. As of September 2021, TikTok announced its 1 billion monthly active users worldwide, ranking the sixth platform in the world's most “active” social media. The data released by the

platform's self-service advertising tool in April 2022 showed that TikTok had 419.7 million users aged 18 to 24; 312 million users aged 25 to 34; 133.5 million users aged 35 to 44; 67.4 million users aged 45 to 54; 41.7 million users aged 55 and above. It can be seen that the number of TikTok users is huge [3]. According to the core indicators of TikTok e-commerce in the first half of 2022, the sales of TikTok increased by 150% year-on-year and 142% year-on-year. The number of live streaming has exceeded 50 million; The number of videos with goods advertisements is 80 million; There were more than 3 million people selling goods. At the same time, there are more than 300 thousand brands of TikTok users and 1 million small stores; The number of commodities exceeds 100 million. Among them, the year-on-year growth rate of sales of clothing products from January to June 2022 reached 160%, the largest growth rate in the industry compared with other TikTok brands [4]. These data show that since TikTok developed the e-commerce industry and provided a platform for brands to release videos, promote products, and even live stream, the brand has attracted consumers through TikTok and realized its exposure rate. The sales volume is huge. The development of short video platforms after becoming mainstream mass social media has significantly increased consumers' shopping demand and consumption level. However, the impact on the purchase demand of TikTok users and the reasons for the increasing consumption of online short video platforms by network users need to be explored.

## 1.2 Literature Review

Many previous researchers have also demonstrated their various perspectives based on the impact of short videos on consumers' live video shopping ability and e-commerce. Ma et al. discovered the relationship between the short video and the ability of the user to perceive the goods to promote the consumer's shopping demand and consumption level. Through questionnaires and scenario experiments, the researcher established 8 groups of experiments to prove the research hypothesis by controlling variables, including time, display perspective, and scenario. The results show that compared with a long video display, a short video display enables consumers to have higher perceived quality. Compared with the video that only includes the overall view of the product, the video that provides the overall view and details simultaneously enables consumers to have a higher perceived quality. Compared with products shot indoors, consumers have a higher perceived quality of products shot outdoors [5]. Also, some researchers found the reason that caused consumers to have a higher level of shopping demand and consumption through short video platforms. Through the questionnaire method, 272 samples were collected to verify the correctness of the views. The results show that the live streaming function and its strategy considerably improve consumers' perceived value and purchase intention and significantly reduce the overall perceived uncertainty of consumers, thus improving the success rate of online transactions [6]. Other research proposes that consumers will impulsively purchase products through live streaming on short video platforms as many elements are contained to influence consumers' evaluation and further promote consumption [7]. Those are only a few perspectives from previous research that have credibility.

## 1.3 Research Gap

Most of the previous investigations about the short video platforms and the consumers' shopping level and consumption are mainly focused on the strategy of what the short video platforms use to attract consumers. Rather than the real experiences and feelings of online consumers who purchase products on short video platforms, which is the most important part that causes consumers to decide their behaviors.

## 1.4 Research Framework

In order to solve this research gap, in this paper, we will use several different methods to explore the effect, and potential reasons caused the phenomenon of consumers' shopping consumption and demands on short video platforms from two main aspects: the consumers' personal satisfies experiences and feelings, and the short video platforms characteristics. The consumer's personal

satisfying experiences and feelings include four points: the convenience of what short video platforms provide; the diversity of products on the TikTok platform; the direct interaction between consumers, brands, and agents due to video streamings; and the selling strategies which fit the consumer's needs. On the other hand, the short video platforms contribute to the phenomenon through the big data system of the online platform itself and the freshness or curiosity that the short video platforms induce in consumers. The statistics and data collected from the research will be used as additional evidence to support our statements.

## **2. Method**

### **2.1 Survey Method**

The survey method is a tool that collects information in the study by asking questions to a predefined population and summarizing and analyzing the collected information to conclude. In this paper, we will use the questionnaire method to analyze the frequency of people's use of short video platforms, whether they have shopping experience through short video platforms, and the reasons and experience of choosing short video platforms for shopping. Moreover, whether there are changes (resulting in higher shopping demand and consumption) after using short video platforms for shopping compared with the original shopping frequency, and suggestions on short video as a shopping method. The collected data form a pie chart or bar chart to analyze the impact of the shopping mode of the short video platform on users and analyze the reasons to support our view.

### **2.2 Interview Method**

The interview is a dialogue method through questions and answers to collect useful information about the research object. During the interview, the researcher can communicate with the researcher through face-to-face interviews, virtual telephone interviews, or video and audio conference platforms to directly understand the information provided by the researcher. In this paper, we will interview several people who often shop through the short video platform to get a deeper understanding. Through face-to-face communication, we will ask them about their specific experience of choosing the short video platform and what makes them choose to continue online shopping on the short video platform. In addition, what is the difference between this online and the previous shopping method, and what inspiration does it bring to them? The interview manuscripts will be formed through interviews as this paper's evidence material.

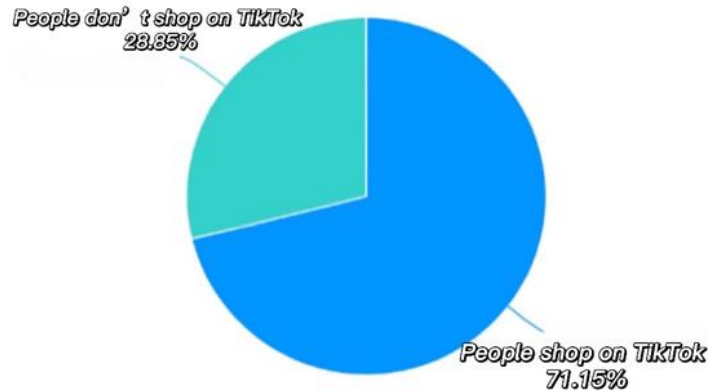
### **2.3 Literature Research**

The literature review is a comprehensive summary of previous studies on a subject. Enumeration, description, summary, and objective evaluation of previous research provide a basis for new research. This paper will adopt the literature review method to provide evidence support for the conclusions formed based on the collected data. It will use similar conclusions from previous studies to support its views and increase its credibility.

## **3. Results**

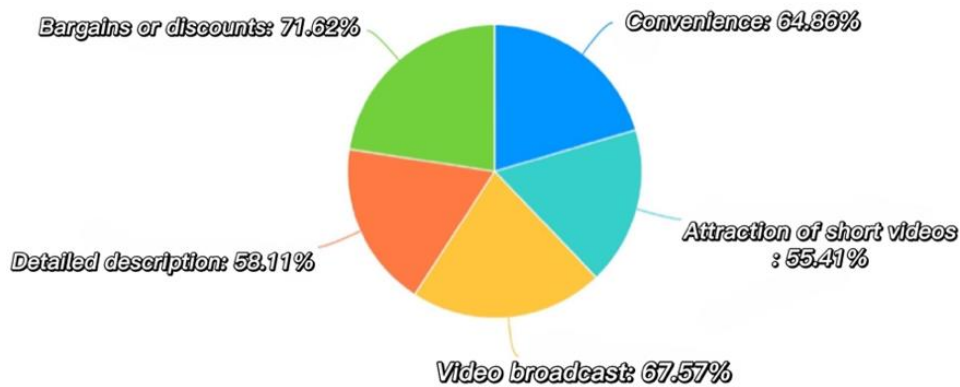
The analysis is made through two different methods of questionnaire survey and interviews. In order to approach the conclusion, data from the questionnaire and the manuscripts from interviewees are provided to be used as evidence of the statement.

First, 104 valid data between the ages of 14-65 were collected in the questionnaire survey. The questionnaire includes three questions: 1. Whether to shop on Tiktok; 2. Factors that cause consumers to shop on Tiktok; 3. Has Tiktok's big data push made consumers' purchase demand bigger, so they have a greater impulse to consume? The answers to each question are displayed in a pie chart, and each question's results are analyzed below.



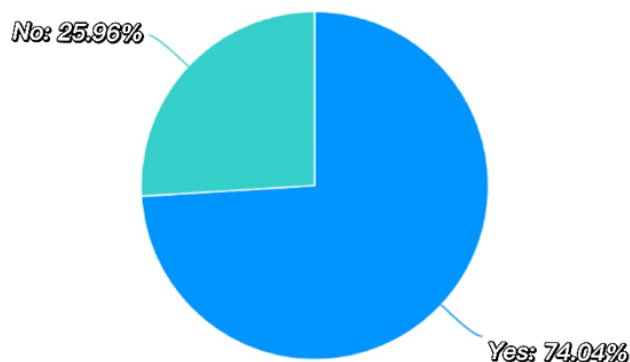
**Figure 1.** The percentage of people whether to shop on Tiktok

First, Figure 1 demonstrates the percentage of people who shop on Tiktok. Based on the statistics and data we collected, 71.15% of online users have used Tiktok to purchase products, and 28.85% of online users who never used Tiktok to purchase products, demonstrating that the public has greatly accepted the emergence of Tik Tok short videos + e-commerce. The number of online users who frequently use Tiktok as their online buying application is higher than the number of online users who don't use it.



**Figure 2.** The percentage of Factors that cause consumers to shop on Tiktok

Next, the factors causing online users to consume products on Tiktok are shown, including 5 aspects: convenience; bargains of Tik Tok; video broadcast; a more detailed description of products exhibited on Tik Tok, and the attraction of short videos. According to the data, 64.86% of users believe the reason they choose shopping on Tiktok is because of the convenience that online short video platforms provide; 58.11% of users think Tiktok can bring a more detailed overall interpretation of the products; 71.62% of users consider the purchasing on Tiktok has more bargains or discount; 67.57% of people suggested the form of video broadcast on Tiktok is the reason caused them to purchase; 55.41% of people demonstrated that short videos on Tiktok preserve a better effect on catching users attention than people buy products offline.



**Figure 3.** The percentage of influence of big data push

Finally, the question of people’s reaction under the influence of big data push was asked, and Figure 3 displayed the percentage of the results. 74.04% of people choose to be influenced by the big data push, thus enhancing their purchase demand and consumption level. On the other hand, there are also 25.96% of online users maintain to be rational. However, the result is clear enough to believe that the big data push has a certain amount of extent to control the online users’ behavior to provide an impulse of purchase through repeatedly pushing videos.

Second, the interviews consisted of 10 questions to further investigate the analysis of the development of the TikTok platform with consumers’ purchase demand and consumption factors. 10 different interviewees who frequently consumed TikTok were involved in the interviews, and their replies to each question were recorded to be analyzed.

**Table 1.** Q1: What was the latest thing you have bought on TikTok?

A1.1: I recently bought an <b>SMFK short</b> on TikTok.
A1.2: The last thing I bought on TikTok was a <b>turning Octopus toy</b> .
A1.3: I bought a <b>key chain</b> on TikTok, which is very cute.
A1.4: I bought <b>some jelly</b> on TikTok.
A1.5: The product I recently bought on TikTok is a <b>beauty pupil</b> .
A1.6: I buy <b>daily necessities</b> .
A1.7: The last time I bought on TikTok was <b>socks</b> .
A1.8: What I recently bought on TikTok is a <b>clothing commodity</b> .
A1.9: I bought <b>some clothes</b> on TikTok.
A1.10: I recently bought a <b>scarf</b> on TikTok.

Question 1 asked about the latest commodity you bought recently, and the answers ranged from daily necessities to clothes or makeup products which suggest the diversity of products on TikTok.

**Table 2.** Q2: How do you know this product?

A2.1: I knew this product on <b>Little Red</b> . And I searched the SMFK topic on TikTok.
A2.2: I know this through a <b>short video</b> .
A2.3: My friend told me about this, and I <b>searched this on TikTok</b> . After <b>watching the video</b> , I decided to buy it.
A2.4: I noticed this jelly when I was <b>brushing the video</b> . It was cheap, so I watched his live streaming and bought this jelly.
A2.5: I bought it through the <b>live streaming</b> TikTok pushed.
A2.6: I bought the product through <b>the recommendation of the blogger</b> .
A2.7: I bought this sock through the <b>video recommendation of a blogger</b> on TikTok.
A2.8: I knew about this product through a <b>video published by a blogger</b> who sold clothes.
A2.9: I knew this product by <b>watching videos and live streamings</b> .
A2.10: I bought this because <b>I saw a video of it</b> and think it will suit the weather.

Based on the answers to question 2, the conclusion can be made that TikTok has become a popular platform where online users can get resources or find products they are interested in through short videos. The presence of short videos evolved to be a method of obtaining information and attracting users' attention to online products.

**Table 3.** Q3: After watching the video or live streamings promoting this product, what do you think attracts you most about this video?

A3.1: Yeah, I saw some videos about this product. It is just like some upper body pictures of the model, and <b>it can directly let me see the upper body effect of the shorts.</b> So that's why I would buy this product.
A3.2: I think the thing that attracts me most in the video is the octopus can turn into two sides, and <b>I can know the good description very well through the short video.</b> The video may have somebody like an agent who introduces this product and shows you how to use it very clearly.
A3.3: Because the key chain I bought is a co-branded version of a TV show that I particularly liked to watch recently, <b>the video introduces the key chain and describes the product very well,</b> and there are many elements of the TV show that I like in the video, so the combination of this marketing method attracts me.
A3.4: The jelly is <b>cheap.</b> It is even cheaper than in some retail shops.
A3.5: The attraction of this live streaming is that <b>customers can interact with businesses under the comment area of the live streaming.</b> The customers can send the color numbers of the beauty pupil they want to see, and then the agents will wear it and present the physical effect to consumers.
A3.6: <b>This video is very attractive when explaining the use of this product,</b> and this product was also very much needed by me then.
A3.7: I bought this pair of socks because the <b>blogger's introduction was particularly good.</b> It made me understand clearly that these socks were worn to keep warm in autumn. I thought they were especially suitable for me, so I bought them.
A3.8: After watching the video promoting the goods, I think what attracts me is that the shooting angle of the video is good, which <b>allows me to see the details of the clothes comprehensively,</b> and I feel it is very beautiful.
A3.9: It must be the beautiful cloth itself and the <b>effect of the models wearing it.</b>
A3.10: I think the pattern of the scarf attracts me. It has a cute bear on it.

Through question 3, the results show that most interviewees agree that short videos and video streamings provide consumers with a more detailed description of the product, which intrigues users to buy products. In addition, the lower price is also a factor that causes consumers to purchase online.

**Table 4.** Q4: If you don't see this video online. Instead, if you see this product in the offline situation, will you choose to buy it now or not?

A4.1: <b>No,</b> it is hard for me to choose. I will hesitate and finally not choose to buy this product. Also, <b>they have some discount activities on the Internet, which is great.</b>
A4.2: <b>No,</b> because I don't know this product very well.
A4.3: <b>Yes,</b> I will still buy that key chain. <b>But if the product is very expensive, I will just give up.</b>
A4.4: If I see this jelly in a physical store, <b>I will first search TikTok or Taboo to compare the prices.</b> If the price is higher than TikTok, I will give up buying it. If the price is lower than TikTok, I will buy it. <b>But in most cases, TikTok is cheaper, especially when you buy it while watching live streaming. There are always some discounts.</b>
A4.5: <b>No,</b> I will hesitate because I don't know what effect it will be if I wear this beauty pupil, unless the stores let me try it on for free.
A4.6: <b>No,</b> I will choose not to buy it, <b>because I don't know if this product is suitable for me</b>
A4.7: <b>No,</b> I think I won't buy it first because, after all, the <b>discounts of offline stores are different from those of online stores.</b>
A4.8: <b>No,</b> it is because some physical stores will have shopping guides following me all the time, making me feel very embarrassed and difficult to ask questions about the goods.
A4.9: <b>No,</b> I will probably not choose to buy it because <b>I am too shy to try it on to see the effect in the physical stores.</b>
A4.10: <b>No,</b> I won't.

According to the answers to question 4, it can be seen that TikTok is a common platform where people choose to purchase. Under the condition of offline physical stores, most interviewees decide not to buy products. On the contrary, they are more likely to purchase commodities on TikTok through brushing videos due to the important features of TikTok, such as bargains or discounts and detailed descriptions of products, which correspond with the result of the factors that caused consumers to purchase on TikTok in the questionnaire survey.

**Table 5.** Q5: What prompted you to shop on TikTok? What do you think is better about TikTok shopping than the previous offline shopping?

	More Convenient	Diversity	Detailed description	Video streaming	Bargains or discounts	Attraction of videos
A5.1	Yes		Yes		Yes	
A5.2	Yes	Yes		Yes		
A5.3		Yes			Yes	
A5.4	Yes		Yes	Yes	Yes	
A5.5	Yes	Yes			Yes	
A5.6		Yes	Yes			Yes
A5.7	Yes			Yes		
A5.8		Yes	Yes		Yes	Yes
A5.9	Yes			Yes		
A5.10	Yes	Yes			Yes	

In question 5, interviewees were asked to explain why they chose to purchase online and the advantages of consuming on TikTok rather than purchasing in offline physical stores. Different interviewees illustrated various factors, including convenience; diversity; more detailed description; video streamings; bargains or discounts, and the attraction of short videos. As a result, there were 7 interviewees suggested “convenience” to be their reasons; 6 interviewees suggested “diversity; 4 interviewees suggested “detailed description”; 4 interviewees suggested “video streamings”; 6 interviewees suggested “bargains and discounts and 2 interviewees suggested “the attraction of videos. The advantages of shopping online correspond with the factors causing online users to consume.

Question 6 revealed that big data played a vital role in increasing consumers’ purchase demand and consumption level. According to the response of 10 interviewees, each suggested they met the situation of the big data push. Most of them couldn’t resist it and began to purchase the things pushed by big data. Only three showed d to be rational, but they still suggested they had the tendency or motivation to purchase those commodities. This represents that with the development of short video platforms, consumers have a distinct enhancement in their purchase demand and consumer level due to the big data push.

**Table 6.** Q6: Have you ever experienced the big data push? Do you think this big data push is helpful to your shopping accuracy? Has he made your consumption demand greater?

A6.1: <b>Yes</b> , it always happened. I think it just tends to inspire my desire to keep buying products. But <b>big data truly helps me enhance my shopping accuracy</b> when I am reluctant to purchase. And I just can't control myself to purchase those things. Well, I think I have the chance to avoid buying them, actually, but after so many times of repeatedly watching videos, <b>it increases my consumption demand.</b>
A6.2: Oh yeah, <b>sometimes</b> , because after it pushes so many products that are suitable for me, it will truly increase my demand and encourage me to purchase <b>those things</b> . I think it's good.
A6.3: <b>Yes</b> , I have experienced it. <b>I think the accuracy has been greatly improved.</b> Unlike shopping in physical stores, you are likely to buy things that look nice but are not suitable for you. But as for consumer demand, I think I am quite rational. Although TikTok big data push is really attractive, if I think I want to buy something, I will immediately buy it on TikTok instead of struggling with it on Taboo or physical stores.
A6.4: <b>Yes</b> . According to my experience, I believe the <b>big data push on TikTok increased my consumption demands</b> . For shopping accuracy, I agree with this point that <b>big data can improve my shopping accuracy to find products suitable for me.</b>
A6.5: <b>Yes</b> , for sure. <b>Big data is really helpful to my purchase accuracy</b> because I don't have to worry about or judge whether this product is suitable for me, and this repeated push of big data will give me a subconscious to consume, which also <b>improves my consumption demand.</b>
A6.6: <b>I have experienced it, and I have often experienced it. Big data is very helpful to my shopping accuracy</b> , and the repeated push of big data can let me learn more about the same goods for comparison. But there is no significant improvement in consumption demand.
A6.7: <b>Yes</b> , but I don't think it has an observable effect on me. Even though the big data push has little impact on me, I have to admit if I watch the videos countless times, <b>I will tend to buy them</b> . But it is only a tendency, and I haven't taken any realistic actions until now.
A6.8: <b>I have been pushed by big data</b> , and it is very common. I agree that <b>big data push very helpful to the accuracy of my shopping</b> because TikTok will understand my preferences based on analysis. If I originally needed this product to improve consumer demand, I would be more willing to buy it because of this big data push. But if I don't want to buy it, it won't make me want to buy it more.
A6.9: <b>Yes, of course</b> . I agree. As for me, I like to wear short skirts in summer. When I search for one kind of short shirt, TikTok often based on my preference for "pink color" to push this kind of short shirt with pink color. I don't need to search for a short pink shirt. Because I like this kind of shirt, I may first add them to my shopping list and hesitate for some moments. After I experience a huge big data push, I will purchase them as soon as possible as I like them. So I think <b>it helps me increase my purchase demand and consumption level.</b>
A6.10: <b>Yes, I often experience it</b> . As I said, I wanted to buy a scarf and searched TikTok, based on my preference, to push my scarves with lovely bears. If I see a video many times, <b>I will have the motivation to buy it.</b>

The method of combining short videos with e-commerce has been gradually accepted by the public long ago, even though it is a different form of purchasing from the original offline shopping method. The shift from the original offline shopping method to the current "short video + e-commerce" way is not a sudden movement, several factors must produce the trend, and the reason analysis should be done to explore this phenomenon. According to the results of the data we collected, the reason analysis can be separated into two main categories:

### 3.1 The Satisfying Experiences and Feelings that Tiktok Brought to Consumers

#### 3.1.1 More Convenient Tiktok Provides than Offline Shopping

The percentage of being more convenient than the Tiktok short video platform has reached 64.86% in the questionnaire survey, demonstrating that online consumers pay more attention to convenience when purchasing products. Tiktok has been using its characteristics of shooting and publishing videos to effectively display products to users, using visual impressions to give consumers opportunities to observe and purchase products online. Consumers can complete consumption using simple actions such as clicking, downloading, and banking through mobile phones [8]. In contrast with the original

offline purchasing method of visiting brand counters or shops, choosing products, and purchasing face to face, Tiktok and other short video platforms help consumers attain this purpose by avoiding the unnecessary costs and wastes that consumers go back and forth. The efficiency of e-commerce on short video platforms attracts a large number of consumers and contributes to the consumers' behaviors of purchasing products online.

### **3.1.2 The Diversity of Products in the TikTok Platform**

According to the interviews, 60% of interviewees support "diversity" as their reasons for purchasing online based on question 5. As TikTok has recently cooperated with thousands of brands during those years of development, online users can readily consume products they want online. And they don't have to consider whether the TikTok platform has the product or not, providing efficient and satisfying experiences of shopping to consumers. However, when people shop in physical stores or mall, people often need to worry about whether this area has a certain brand type, inconveniences consumers. Once the consumers figure out that this area doesn't contain the products they want, they have to go to another place in order to accomplish their wishes and needs, thus causing unnecessary costs and upset shopping experiences.

### **3.1.3 The Detailed Interpretation or Explanation of Products that Tiktok Could Present**

Based on the survey we collected, the percentage of consumers consider the detailed explanation of products on the Tiktok platform as a crucial factor that leads consumers to choose e-commerce is 58.11%. As Tiktok is an open platform, it enables users to publish unlimited videos online and even have video streamings for popularizing their products. The percentage of online users who believe video streaming is the impulse causing them to shop online is 67,57%. While watching video streaming, online consumers are given a more personal and convenient environment to chat or ask questions about the product to foster direct engagement with the direct brands and agents [9]. Since the masking procedure is done online, the brand and agents can have plenty of time to answer consumers' questions and provide detailed explanations of the misconceptions. This gives consumers a chance to think carefully before deciding whether to purchase. Nevertheless, those are hard to obtain in the offline scenario as the offline agents in counters and shops are busy facing different consumers, and difficult to take care of every consumer's feelings. In addition, many consumers may be shy to ask questions during offline conditions that do not produce problems or inconveniences to agents. Unsatisfied shopping experiences can be met unintentionally due to those factors, but online short video platforms provide solutions to those problems, leading to satisfying consumer shopping experiences and feelings.

### **3.1.4 The Selling Strategies which Fit Consumer's Needs**

In this research, the results illustrate that online selling strategies are attractive to consumers, as 71.62% of online users consider it a factor that caused them to purchase. The brands that sell products on the Tiktok platform use a strategy of the bargain. When consumers purchase a certain amount of products can earn a certain amount of discount. For example, Spes is a brand on Tiktok that sells dry hair sprays, which originally cost 79 yuan in exchange for one dry hair spray. However, the Tiktok video streaming of Spes only costs 89 yuan in exchange for three dry hair sprays and many other accessory products, which is cheaper than buying offline. This online selling strategy enhances the attention of online users to products and contributes to why consumers gradually move to e-commerce with the development of short video platforms.

## **3.2 Characteristics of Short Video Platforms**

### **3.2.1 Big Data Better Helps to Target Consumers' Needs and Wants**

As long as consumers purchase online, the characteristics of short video platforms must contribute to consumers' attraction to some extent. The big data, the fundamental Tiktok platform's fundamental system, enables you to gather data from social media, web visits, call logs, and other sources to improve the interaction experience and maximize the value delivered. Big data is a database with a

larger, more diversified, and more complex structure. It can be used to analyze users' needs and preferences through storage, analysis, and visualization to obtain further processes or results [10]. Big data analyzes consumer behaviors and delivers the most accurate information that fits consumer wants and needs. While consumers are searching for products they want to buy on the Tiktok platform, the big data will base on the analysis to provide consumers with appropriate products, which is very convenient and useful. On the contrary, consumers can easily be distracted by the various products in offline shopping conditions, distorting their perception of which products they fit and further increasing the percentage of unsatisfied shopping experiences. So the percentage of the Tiktok platforms reaches #% in the survey, which is also an essential factor.

### 3.2.2 Freshness or Curiosity that the Short Video Platforms Induce in Consumers

As the audiences of TikTok target young people with imagination and curiosity, the contents of TikTok must be active [8]. Due to the characteristics of short video platforms such as Tiktok, the videos must preserve the features of using only a few seconds to catch the consumer's attention instantaneously. In order to successfully approach consumers on short video platforms, the brands will locate the most important part of the products at the beginning of the video for consumers to better acknowledge their products. By watching the video, consumers can benefit from this feature as they no longer need to spend extra time determining whether the products fit their needs and want. The brands will present their products in front of consumers for selling. However, under realistic offline conditions, consumers must observe and explore the products by themselves and may hesitate about purchasing them, causing inconvenience and misconceptions.

## 4. Discussion

Since TikTok was launched in 2016, within its 6-year-development, its features of a platform combining short videos with e-commerce" have attracted many online users to alter their former purchasing method to online shopping. According to the questionnaire results and interviews with frequent users of TikTok, TikTok provides consumers with a relatively positive and satisfying shopping experience. The outstanding advantage of the TikTok platform is that offline shopping can't satisfy consumers to consume online rather than continuously. Furthermore, some problems with the TikTok shopping system that consumers meet are pointed out in the interview, and suggestions are offered in question 10 "Do you have any suggestions for the TikTok shopping system?". Those problems can be categorized into three kinds, and some feasible suggestions from consumers are listed under the problems.

First, Consumers complain that when they buy clothes on TikTok, they may buy sizes and styles that are unsuitable for them. It is a common phenomenon that TikTok brands promote their products through TikTok live streaming. In this way, the connection between TikTok stores and customers is enhanced, giving customers a more intuitive feeling about this product and thus improving customer consumption. In addition, the clothing stores on TikTok have done satisfactory work in providing services. In the interview, an interviewee said that "some stores will mark the weight and corresponding size in the product introduction. For example, the S size is suitable for customers with 85-95 grams, and the M size is suitable for customers with 95-105 grams. This way makes me feel very convenient. And when I watch the live streamings on TikTok, I can also see the effect of models with different weights wearing corresponding sizes." However, although this method can enable consumers to position their sizes better that are suitable for them, it is not necessarily accurate. Other consumers reported that although the weight of customers with different body types met a certain size range, the product did not fit. For instance, for girls with wide hips but thin waists, when they buy a skirt suitable for their size, the hip circumference is likely too narrow, or the waist circumference is too thick. When this happens, it will cause unnecessary customer troubles, thus producing unnecessary consumption as well. In order to improve this condition, one interviewee suggested that TikTok invent or add more practical uses in the shopping systems, providing a function for consumers to record their height, weight, circumferences of their body parts, and even their body type to the

shopping system. When consumers need to select the size of one particular product, the system will, based on the product information, automatically choose the most appropriate size for consumers, further effectively enhancing the accuracy of consumers' shopping selections.

On the other hand, The existence of some unscrupulous merchants is a long-standing problem on all shopping platforms, including TikTok. According to the interview, many respondents said they had met some enterprises, and the products they sold were inconsistent with their descriptions. These brands use the method of describing high-quality products to sell low-quality products and even products that do not meet the requirements of consumers. "Once, I was going to buy two key chains for my boyfriend and me. Suddenly, I saw a live broadcast of TikTok. The agent said that the two lovely key chains only cost 19.9 yuan. They were very cheap and cute, so I decided to buy them. However, when I received the key chains, there was only one key chain instead of a pair. I tried to contact the agent, but there was no response. It's annoying." One interviewee said. Similar situations continue to occur on the TikTok platform. Therefore, the TikTok platform should strictly regulate and supervise the entry of brands and their behaviors to ensure that they sell products corresponding to their descriptions without deceiving consumers. For example, the announcement requires enterprises to abide by the correct rules of behavior when describing products and promptly answer consumers' confusion. TikTok should also react to consumers' complaints in time and figure out the problem as soon as possible. This is extremely vital to the consumer's shopping experience. Allowing unscrupulous businesses to deceive consumers will only reduce passenger flow.

## 5. Conclusion

"Short video + e-commerce" is a shopping form that uses video promotion to sell commercial products or services on the Internet. With the development of overall science and technology and the updating and iteration of the software, people use mobile phones more and more frequently. This "short video + e-commerce" shopping method plays a very good role in selling various platforms, especially for a platform with many users, such as Tiktok. This new shopping mode has slowly changed people's original offline shopping method, and the reasons for this transfer have also been examined through questionnaire surveys and interviews. Because of the special features of Tiktok, an online platform, Tiktok can attract customers to buy goods online from six aspects: 1. Tiktok shopping is more convenient than offline shopping because it saves time and energy to go offline physical stores; 2. The TikTok platform has more comprehensive, diverse products and choices than offline physical stores; 3. The live broadcast of Tiktok can bring consumers a more direct and detailed description of products, thus promoting communication between customers and brands and avoiding unnecessary consumption caused by ineffective communication in offline stores; 4. Tiktok can bring more powerful bargains to consumers and save money; 5. The big data push provided by the Tiktok system improves the accuracy of consumers' purchases; 6. The freshness and curiosity brought by Tiktok shopping to customers. Through these factors, the research finds that with the development of the Tiktok platform, a positive relationship exists between the consumers' purchase demand and consumption level. The factors that lead consumers to spend on Tiktok make consumers have a satisfactory shopping experience so that consumers can continuously shop on the Tiktok platform. TikTok's big data push has formed a unique system according to consumers' personal preferences, repeatedly pushing appropriate goods that meet the preference of one particular consumer and providing the consumer with more accurate shopping choices. Thus, it leads to the improvement of consumers' consumption demand and consumption level.

Furthermore, the shortages in Tiktok's current shopping system were also pointed out in the interview. Most consumers think that Tiktok still lacks in managing unscrupulous enterprises, which leads some consumers to encounter such situations when shopping on the Tiktok platform, resulting in a dissatisfied consumer experience. In addition, some consumers suggest that the Tiktok platform launch some more practical applications based on their experience in buying goods from Tiktok in a specific industry so that customers can automatically be recommended the most accurate product size

according to their conditions when shopping so as to facilitate customers and improve customer satisfaction. These effective suggestions have contributed to the future development and improvement of Tiktok.

Nevertheless, limitations still appear during the research. As a TikTok consumer, it is impossible to interact with the real brand sellers in TikTok and interview them based on the research topic to get enough evidence and further prove our statement, increasing the study's credibility. Moreover, more questionnaires should be done to have a more representative result of the research. In addition, in further studies, more resources from various perspectives, including TikTok buyers and sellers, should be investigated to improve the research's credibility.

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