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RESEARCH ARTICLE

THE IMPACT OF SHORT-FORM VIDEOS ON THE PURCHASING BEHAVIOR OF YOUNG CONSUMERS IN HANOI CITY

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Abstract

The study focuses on evaluating the impact of short-form videos on consumer purchasing behavior in Hanoi City. Data was collected from 200 individuals, including students and working professionals aged 18-35, residing and working in Hanoi. After analyzing and processing the data using SPSS software, the study identified that video content, celebrity influence, product information, and perceived value affect the purchasing behavior of young consumers through short-form videos in Hanoi (Vietnam). The research findings can provide managerial implications for businesses in general and marketing management in particular, in developing marketing strategies that utilize short-form videos to enhance influence and stimulate consumer purchasing behavior.

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Introduction:-

One of the most popular and widely chosen methods for sellers to promote products is delivering messages through videos. According to research by Colormatics (2023), 72% of the public prefer videos over text when learning about a new product or service. However, the downside is that the rapid growth of the internet has led to an overload of information online, causing content to become increasingly saturated. Viewers are overwhelmed, and attention spans have significantly decreased. Colormatics' report also indicates that the human attention span has dropped from 12 seconds to 8.5 seconds. A survey by Wyzowl (2024) reveals that 44% of respondents prefer watching a short advertising video—much higher compared to other materials like e-books or manuals (16%), infographics (15%), text-based articles (13%), sales calls (6%), or webinars/presentations/pitches (5%).

Faced with this situation, many businesses have utilized short videos to promote their products and services. However, while some businesses have successfully driven sales through short videos, many others have failed to achieve success or even faced setbacks in using short videos for sales. This is due to various reasons, with the primary one being the inability to accurately identify and measure the factors influencing the purchasing behavior of potential customers. This gap in research is precisely what our research team aims to address.

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Theoretical Foundation And Literature Review
Theorical foundation
Concept of consumer
Consumers can be individuals, groups of people, or households who consume and purchase products and services to satisfy personal needs and desires. They are the final users of the products from the production process. (Đạo T.M, 2011).

Consumer behavior
Consumer behavior is defined as the activities that individuals engage in when they acquire, use, or dispose of products and services. To effectively develop strategies that influence consumers, advertisers need to understand why people buy specific products or brands. This means they must research the reasons behind people's purchasing decisions (Blackwell et al., 2000).

The model of the consumer's purchasing decision process
According to Philip Kotler, the consumer purchasing process goes through 5 stages as shown in the diagram below:

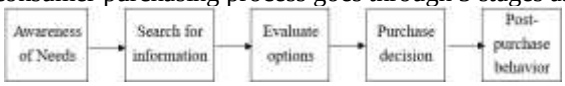

Diagram 1:-The Consumer's Purchasing Decision Process.
(Source: Kotler &co-authors; 2007)

This model implies that consumers must go through all five stages when purchasing a product. However, in reality, this is not always the case. According to marketing expert Nguyen Thị Phi Nga (2024, CMC University), Philip Kotler's (2007) purchasing decision model was developed based on American consumers in a different economic, social, and political context compared to Vietnam. Therefore, the purchasing decision process of Vietnamese consumers has distinct differences: specifically, the purchase decision and the buying behavior are often two different moments. Additionally, sometimes a consumer may make a purchase decision, but the buying behavior may not occur if unexpected risks arise, causing the purchase decision to be canceled or delayed for an extended period. The buying behavior can take place directly at a store or online through e-commerce platforms. Therefore, the authors recommend adding the "Buying Behavior" factor in Philip Kotler's purchasing decision model based on Vietnamese consumers behavior. This also represents a new contribution to the theoretical foundation, based on the context of Vietnamese society, with the revised model as follows:

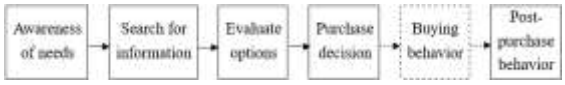

Diagram 2:-The Purchasing Decision Process of Vietnamese Consumers.
(Source: authors)

Literature Review
Reseach outside Vietnam:
When researching consumer purchasing behavior, two commonly used terms are "purchase decision" and "purchase intention," with few studies focusing on actual buying behavior, especially under the influence of short video media. Studies related to this topic may be mentioned as follows:
In the study by Yani Xiao, Lan Wang, and Ping (2019), they analyzed factors such as perceived usefulness, enjoyment, and influencer engagement, all of which affect consumers' purchase intentions, with influencer engagement having the greatest impact.

For Qin Yang, Lingju Qin, Zhihui Chen, Shuangshuang Ji, Kongneng Zhang, and Xiaolong Ma (2019), the research team used content factors like knowledge, interest, and emotional appeal. According to the researchers, these factors all have a significant influence on consumers' purchase intentions.

The topic of "purchasing behavior" under the influence of short videos has received less attention from authors than "purchase intention," but it can be referred to in the study by Yaping Zhao (2022). The author pointed out that factors influencing purchasing behavior include the platform's availability and functionality, with platform availability having a greater impact. Another factor considered is the psychological distance between consumers and short video ads (Yaping Zhao, 2022).

The lack of studies on consumer purchasing behavior indicates a gap in research, which the research team has chosen to explore with the topic "The impact of shortvideos on the purchasingbehavior of youngconsumers in Hanoi."

Research in Vietnam

Similar to research topics abroad, in Vietnam, most research groups focus on "purchaseintention" or "purchase decision" of consumers.

The study "Factors of Short Video Marketing Affecting Purchase Intention of Generation Z in Vietnam" discusses aspects such as interesting content, perceived usefulness, scenario-based experiences, user interaction, perceived enjoyment, celebrity engagement, and consumers' brand attitudes. Perceived usefulness is identified as having the greatest impact on consumers' brand attitude, which in turn is the most significant factor influencing purchase intention (Ngo et al., 2023).

According to Thảo and Hải (2024), interesting content, scenario-based experiences, user interaction, perceived information credibility, and perceived usefulness of information are factors that affect purchase intention. The research team also points out that generational and gender differences contribute to the impact on purchase intention (Thảo and Hải, 2024).

To date, the research team has not found any studies on "purchasing behavior" influenced by short videos. This situation once again confirms that this is a research gap that the authors need to focus on exploring.

Research Model And Hypotheses

Research model

Based on the literature review, we observe that consumer purchasing behavior under the influence of short-form videos is a gap that needs to be explored, and this is also the research objective of this study.

Based on the research model of Ngo et al. (2023), Xiao et al. (2019), and Vy and VoChiêu (2023) on consumer purchasing behavior on TikTok and purchasing decisions through video advertisements, the authors propose a research model consisting of 5 independent variables: video content, product information, celebrity influence, viewer interaction, and perceived value. The dependent variable is the purchasing behavior of young consumers. Additionally, demographic factors are also considered and are reflected in the research model as follows:

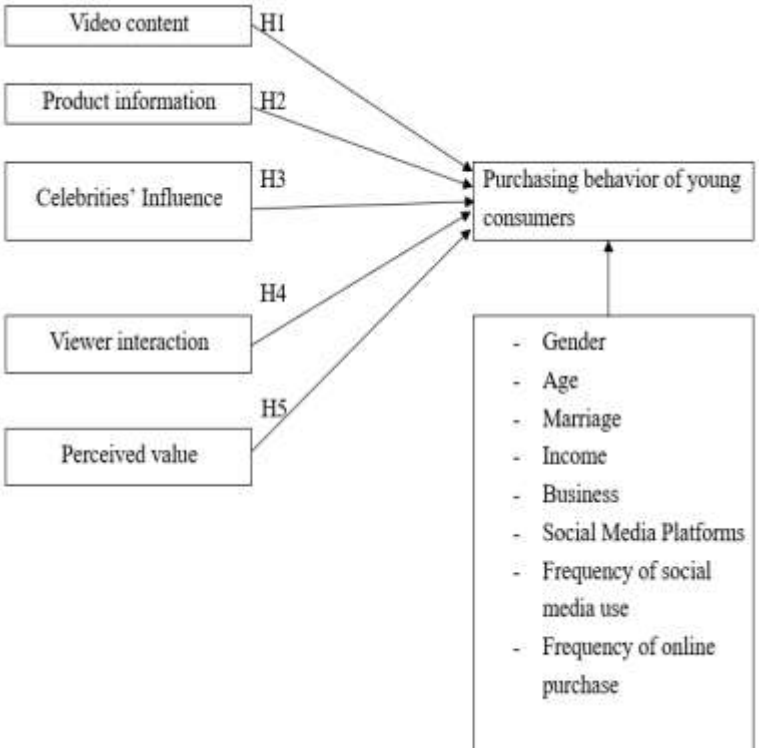

Diagram 3:- Research model.
Source: authors

Hypotheses
H1: The content of the video positively influences the purchasing behavior of young consumers in Hanoi.
H2: Product information positively influences the purchasing behavior of young consumers in Hanoi.
H3: The influence of celebrities positively affects the purchasing behavior of young consumers in Hanoi.
H4: Viewer interaction positively influences the purchasing behavior of young consumers in Hanoi.
H5: Perceived value positively influences the purchasing behavior of young consumers in Hanoi.

Describe The Factors Of The Research Model
- Video content: Sally et al. (2003) emphasize that the engaging nature of marketing content through video can stimulate consumers' tendency to share that content more than other attributes. When the content is interesting, it captures consumers' attention and sparks curiosity, drawing them in meaningfully.
- Product information: Ducoffe'sstudy (1996) concluded that the information factor is the most important for internet advertising and indicated that the source of information in online ads influences consumers' purchase intentions. Clear and complete product information in short-form videos can help consumers recognize the product and lead to faster purchasing behavior.
- **The influence of celebrities**: According to Young and Pinsky (2006), a celebrity is described as an individual with a renowned name who has the power to attract public attention, generate widespread interest, and evoke personal meaning in the public (Kotler and Armstrong, 2007). Amos et al. (2008) suggest that positive attitudes towards celebrities can have a favorable impact on customers' purchase intentions. The celebrities can use their reputation and influence to endorse products or support specific causes, thereby affecting consumers' perceptions and purchasing decisions.
- Viewer interaction: When consumers watch videos on social media platforms or websites and notice that the video owner is actively engaging with the audience by responding to comments, this can significantly influence their overall perception of the content, product, or brand being advertised (Mir and Rehman, 2013). A short-form video that receives positive interaction will build trust with customers. Interaction includes like, commentation on the product featured in the video, or positive reviews from other buyers.
- Perceived value: Perceived value is considered the value that consumers weigh between the quality of a product or service and the overall cost incurred to purchase that product or service (Fang et al., 2016). Customers often have certain expectations for products purchased online in general and those bought through short-form videos in particular. When the actual product received matches what was shown in the video and meets the buyer's expectations, it creates a sense of satisfaction and the likelihood of repurchasing. Conversely, if the product does not meet expectations, the opposite effect occurs.

Research Methodology:-
To implement the current research, the authors applied the quantitative combine with experimetal research methodology.

Measurement scale:
This study builds upon the measurement scales from the research of Ngo et al. (2023), Xiao et al. (2019), and Vy and VoChiêu (2023).

There are a total of 40 observed variables, including 31 variables using a Likert scale from 1 to 5, and 9 demographic variables, to construct a questionnaire about the impact of short-form videos on the purchasing behavior of young consumers in Hanoi.

Experimental method:
The research team designed two questionnaires: the first questionnaire aims to survey the level of interest of participants regarding Downy fabric spray before watching the short video. The Downy brand is mixed within a list of several brands in the same product category, so that participants do not know which product is being surveyed. Questionnaire 2 assesses participants' evaluations after watching the short video about Downy fabric spray, consisting of 40 questions.

The two questionnaires were coded and distributed to the same individuals to compare the change in participants' attitudes before and after watching the video. The distribution of the survey and the experimental process (watching the video) took place at several locations in Hanoi, including office buildings, universities and colleges, shopping centers, movie theaters, industrial zones, and train stations.

Sample selection:
With 40 observed variables and a total sample size of 200 people, the sample size was calculated using the formula n = 40 x 5 = 200 (Hair et al., 1998). A total of 220 surveys were distributed, and 220 surveys were collected, of which 10 were invalid. Finally, 200 valid responses met the necessary conditions. The sample size of n = 200 was used for further analysis using statistical tests in SPSS software.

Research Result:-

Statistic description

Table 1:-Demographic statistics.

Characteristics	Percentage (%)
Gender	
Male	51,5
Female	48,5
Age	
From18 to 22	38
From 23 to 29	40,5
From 30 to 35	21,5
Occupation	
Student	31,5
Teacher, staff	33,5
Labour	23,0
Others	12,0
Income	
Below 2 million VNĐ	15,0
2 – 5 million VNĐ	21,0
5 – 10 million VNĐ	32,5
Over 10 million VNĐ	31,5
Marriage situation	
None married	52,5
Married	47,5
The frequency of social media usage per day	
Under 1 hour	8,5
1 – 2 hours	15,5
2 – 3 hours	28,0
3 – 4 hours	23,5
Over 4 hours	24,5
Social media	
Facebook	37,0
Instagram	22,5
Tiktok	27,5
Khác	13,0
Usually watch advertising	
Yes	45,5
Sometimes	40,0
None	14,5
Buying based on short video	
Yes	30,0
Sometimes	43,0
None	27,0
The number of survey participants: 200	

(Source: SPSS, author's collection)

Testing the reliability of the scale

Table 2:-Cronbach's alpha coefficient.

Scale	Observation våiable	Cronbach's alpha coefficient
Content of video	ND1, ND2, ND3, ND4, ND5, ND6, ND7	0,756
Product information	TT1, TT2, TT3, TT4, TT5, TT6, TT7	0,844
Influence of celebrities	NAH1, NAH2, NAH3, NAH4, NAH5	0,716
The interaction of viewers.	TgT1, TgT2, TgT3, TgT4	0,558
Perceived value.	CN1, CN2, CN3, CN4	0,722
Consumer behavior.	HV1, HV2, HV3, HV4	0,811

(Source: authors)

The results in Table 2 show that the Cronbach's Alpha coefficients for the variables "Video content," "Product information," "Celebrity influence," "Perceived value," and "Consumer behavior" are all greater than 0.6 (Hair et al., 2009), indicating that the measurement scale has good reliability. The variable "Viewer interaction," when assessed for reliability, has a Cronbach's Alpha value of 0.558, which is less than 0.6. Therefore, the factor "Viewer interaction" does not meet the reliability criterion for the scale and is excluded from the research model (Hair et al., 2009).

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Research model reliability testing

Table 3:-Factor rotation matrix.

Observation variable	Factor groups		
	1	2	3
TT2	,763		
TT3	,742		
TT1	,742		
ND4	,679		
ND2	,676		
TT7	,633		
ND1	,619		
CN2		,789	
CN3		,720	
CN4		,704	
CN1		,651	
NAH2			,718
NAH5			,678
NAH1			,597
KMO = 0,838			
Sig. = 0,000			
Total variance extracted.= 53,021			

(Source: SPSS, author’s selection)

The results of the EFA after the first analysis using the loading factor threshold of 0.4. Comparing this threshold with the results in the rotated matrix, there are 9 problematic variables: ND3, ND5, ND6, ND7, NAH4, NAH3, TT4, TT5, and TT6, which need to be considered for removal. After removing the problematic variables, the authors obtained the results shown in Table 3.

The second EFA analysis shows that KMO = 0.838 > 0.5, sig = 0.000 < 0.05, thus the exploratory factor analysis (EFA) is appropriate and the research model is reliability.

Regresssion analysis

Table 4:-Regression model.

Model	Unstandardized regression coefficient		Standardized regression coefficient	T	Sig.	Multicollinearity statistics	
	Beta	Standard error	Beta				VIF
Constant	,258	,209		1,232	,219		
F_ND	,131	,052	,140	2,503	,013	,701	1,427
F_TT	,395	,057	,406	6,989	,000	,651	1,536
F_NAH	,136	,038	,192	3,617	,000	,778	1,286
F_CN	,229	,039	,318	5,941	,000	,766	1,306
R^2 adjusted: 0,563							
Statistic Durbin – Waston: 1,932							
StatisticF (ANOVA): 65,131							
Significant value (Sig.): 0,000							

(Source: SPSS, author's collection)

The results of the regression analysis (Table 4) show that the F-statistic value of the model is 65.131 with a significance level (sig = 0.000), confirming that the multiple linear regression model is a good fit for the dataset, meaning the independent variables have a linear relationship with the dependent variable, and the model can be used. The model has an adjusted R^2 coefficient of 0.563, indicating that the independent variables included in the regression analysis explain 56.3% of the variation in the dependent variable, while the remaining 43.7% is due to factors outside the model and random error.

The regression results also show that four independent variables are related to the dependent variable at a statistical significance level of 5% (pvalue < 0.05). The theoretical model fits the research data, and all four research hypotheses are accepted. Among them, the factor F_TT (Product Information) has the strongest impact on the purchasing behavior of young consumers (p value = 0.000; beta = 0.406), followed by the factor F_CN (Perceived Value) (p value = 0.000; beta = 0.318), then the factor F_NAH (Influence of Celebrities) (p value = 0.000; beta = 0.192), and the weakest impact is from the factor F_ND (Video Content) (p value = 0.013; beta = 0.140).

The VIF coefficients of the independent variables are all < 2, indicating that the data does not violate the multicollinearity assumption. Based on the standardized regression coefficients, the impact of the independent variables on the dependent variable can be concluded in decreasing order as follows: TT > CN > NAH > ND.

The standardized regression equation is constructed as follows:

$$Y = 0{,}406*F_TT + 0{,}318*F_CN + 0{,}192*F_NAH + 0{,}140*F_ND$$

The T-test and ANOVA results show that there are no significant differences in purchasing behavior among demographic groups such as gender, age, income, etc.

Experiment results and hypotheses testing

To assess the level of interest of young consumers in Hanoi before and after watching a short-video, the research team conducted an experiment: the first questionnaire was distributed to determine the participants' preferences for the Downy product. After collecting the first questionnaire, the research team conducted the experiment which the participants watch a short video about Downy fabric spray and answer the questions in second questionnaire, which included questions about their evaluation of the Downy product after watching the video.

The comparison of the difference in product interest between consumers before and after watching the short advertisement video yielded the following results:

Table 5:- The difference in product interest of consumers before and after watching the short advertisement video.

Before watching video	After watching video
3	4

(Source: experiment result)

The average product interest index before watching the short video of 200 survey participants was 3, and after watching the video, it was 4. This shows that the short video had an additional 20% impact on consumers' product interest compared to before watching the video.

The results of the hypothesis testing are as follows:

Table 6:-Hypotheses testing.

Hypothesis	Conclusion	Level of impact
H1: The content of the short video has a positive impact on the purchasing behavior of young consumers in Hanoi.	Accept	p value = 0,013<0,05; beta=0,140
H2: Product information has a positive impact on the purchasing behavior of young consumers in Hanoi.	Accept	p value = 0,000<0,05; beta=0,406 (Tác động mạnh nhất)
H3: The influence of celebrities has a positive impact on the purchasing behavior of young consumers in Hanoi.	Accept	p value = 0,000<0,05; beta=0,192
H4: Viewer interaction has a positive impact on the purchasing behavior of young consumers in Hanoi.	Reject	Cronbach's Alpha = 0,558 < 0,6
H5: Perceived value has a positive impact on the purchasing behavior of young consumers in Hanoi.	Accept	p value = 0,000<0,05; beta=0,318

(Source: current research result)

Conclusion and Managerial Implications:-

Conclusion:-

The research topic has identified factors of shortvideos that impact the purchasing behavior of young consumers, based on a sample of 200 young consumers living and working in Hanoi, with 51.5% of the sample being male and 48.5% being female. From the initial five factors, after testing the reliability of the measurement scale, the study has revealed four factors of short videos that influence the purchasing behavior of young consumers in Hanoi.

The factor "Viewer Interaction" was excluded due to failing to meet the reliability threshold of the measurement scale. The remaining four factors were included in the exploratory factor analysis (EFA) and multiple linear regression analysis. The results of the multiple linear regression analysis show that the factor "Product Information" has the strongest impact on the purchasing behavior of young consumers in Hanoi. Following that, in descending order of impact, are "Perceived Value," "Influence of Celebrities," and "Video Content," with all these factors having a positive effect on the purchasing behavior of young consumers in Hanoi.

The research findings also indicate that there are no significant differences in purchasing behavior through short-duration videos when considering the impact of demographic variables.

Managerial implications

Based on the research findings, the proposesof the following lessons for managers can be expressed as follow:

Short video content:

This is an important factor for attracting and convincing viewers, but it has the lowest impact on purchasing behavior among young consumers, with a standardized regression coefficient of 0.140. Therefore, this is the factor that the video design team needs to improve the most in order to attract and persuade viewers, leadingto faster purchasing decisions.

Product information:
It has the strongest impact on the purchasing behavior of young consumers in Hanoi, with the largest standardized regression coefficient of 0.406. Content creators can leverage this strength to generate higher revenue for businesses.

Celebrity influence:
The research shows that celebrities have an impact on consumers' purchasing behavior and have the third strongest effect, with a standardized regression coefficient of 0.192. Using celebrities in short video ads can help increase brand recognition, build trust, and promote purchasing behavior. However, in the video selected for the survey, this factor had a relatively low impact and needs improvement. Choosing a celebrity who aligns with the product/service and target audience is crucial. Selecting a celebrity with a positive influence on the public and who fits the product being sold will serve as the best "bridge" to bring the product closer to customers. On the other hand, choosing a celebrity with numerous scandals or one who is boycotted by the audience will push the product into a "dead end," as it will face significant "boycott" from consumers.

Perceived value:
After "Product information," the research also indicates that "Perceived value" is the second most important factor influencing consumers' purchasing behavior (with a standardized regression coefficient of 0.318). Consumers tend to purchase products through short-duration videos when the value they receive exceeds the cost they incur. Therefore, to encourage purchasing behavior, video designers should focus on increasing customer satisfaction or perceived value and reducing their costs or inconveniences. Additionally, content creators can enhance perceived value by offering exclusive deals through the video, such as exclusive gifts, and optimizing aspects like interface design, layout, sound, and lighting, while avoiding excessive or distracting information.

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