



**IMPACT OF CUSTOMER BEHAVIOR AND SHORT  
VIDEO MARKETING ON CHINESE CUSTOMER LOYALTY TO  
ETHNIC MINORITY CLOTHING**



**ZIJING ZHOU**

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF MANAGEMENT IN MANAGEMENT SCIENCE  
INSTITUTE OF SCIENCE INNOVATION AND CULTURE  
RAJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHAP  
ACADEMIC YEAR 2024  
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MINORITY CLOTHING

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**Major**      Master of Management (Management Science)

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## ABSTRACT

This study aims to investigate the impact of customer behavior and short video marketing on the loyalty of Chinese consumers toward ethnic minority clothing. A total of 407 responses were collected from Chinese consumers who had purchased ethnic minority clothing through short video marketing platforms. The data was gathered from Kunming, Honghe, and Xishuangbanna. The statistics used to analyze the data included descriptive statistics, such as frequency, percentage, mean, and standard deviation, as well as inferential statistics, including independent samples t-tests, one-way ANOVA, LSD, and multiple linear regression, with a statistical significance level of 0.05. The results found that the most representative age group is 25-34. The majority of respondents are from the Dai ethnic group. They are from Honghe. In terms of gender, the majority are female. Regarding occupation, the proportion of freelancers among the respondents is the highest. The respondents' education level is relatively high, with the majority having received higher education. In terms of income, the middle-income group (earning between \$4,000 and \$6,000 per month) constitutes the largest portion of the sample. The first hypothesis was tested, and it was found that occupation has a significant impact on customer loyalty. The second hypothesis was tested, and it was found that customer behavior did not significantly impact customer loyalty based on various factors, including buying time, method of purchase, frequency of purchase, payment method, use of video marketing apps, reasons for care, and reasons for purchase. The third hypothesis was tested, and it was found that short video marketings impact customer loyalty to ethnic minority clothing.

**Keywords:** Customer Loyalty, Ethnic Clothing, Short Video Marketing, Consumer Behavior

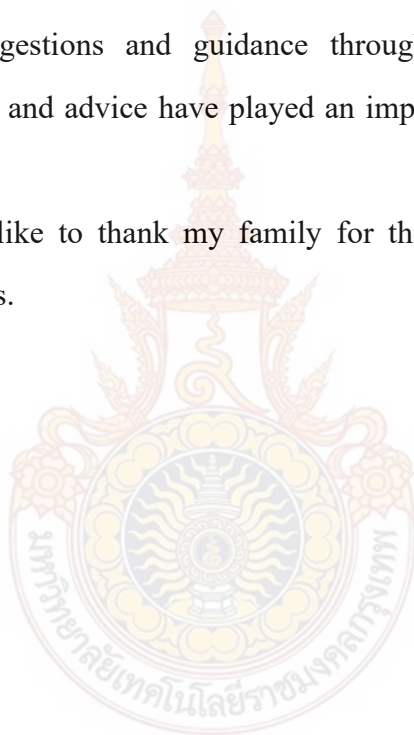
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Zijing ZHOU

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# CHAPTER I

## INTRODUCTION

### 1.1 Background and Rationale

In China, people have an increased sense of identity and pride in their own culture and traditions. Wearing ethnic minority clothing is seen as a way of displaying one's cultural identity and uniqueness. People buy ethnic minority clothing to express their respect and recognition for their own ethnic culture, and at the same time to show their identity to the outside world. With the development of fashion culture, people's demand for personalized and unique clothing styles has increased. Minority costumes often attract people's attention with their unique designs and exquisite craftsmanship. Purchasing ethnic minority clothing can meet people's demand for fashion and individuality, and show personal taste and style (Lu, 2016).

China's ethnic minority areas boast a rich cultural heritage and unique ethnic customs, drawing a large number of tourists. Tourists have the opportunity to come into contact with ethnic minority costumes during their travels and can purchase them as souvenirs or fashion items to take home. The promotion of tourism culture has increased the demand for ethnic minority clothing (Li, 2007).

With the rapid development of the Internet and e-commerce, people have more convenient and extensive channels to buy ethnic minority clothing. Online stores and social media platforms offer a wide selection of ethnic minority clothing, thereby increasing the number of potential buyers. Among them, purchasing goods through short video marketing has become a popular trend (Song & Zhao, 2019).

To sum up, in modern society, people's pursuit of cultural identity and unique personality, the promotion of tourism culture, and the convenience of the Internet and marketing are all important factors contributing to the increase in the number of buyers of ethnic minority clothing in China. Therefore, the impact of

customer behavior and short video marketing on the loyalty of ethnic minority clothing is worth studying (Song & Zhao, 2019).

## **1.2 Research Question**

This study will focus on the following three questions:

- (1) Do demographic factors influence the customer loyalty of ethnic minority clothing brands?
- (2) How does customer behavior impact customer loyalty to minority clothing purchases?
- (3) Why does short video marketing have an impact on the customer loyalty of ethnic minority clothing?

## **1.3 Research Hypotheses**

Hypothesis 1: Differences in demographic factors generate differences in customer loyalty

Hypothesis 2: Differences in customer behavior generate differences in customer loyalty

Hypothesis 3: Short video marketing's impact on customer loyalty

## **1.4 Research Objectives**

- (1) To study differences in demographic factors that generate differences in customer loyalty.
- (2) Studying differences in customer behavior can lead to variations in customer loyalty.
- (3) To study the short video market's impact on customer loyalty.

## **1.5 The Scope and Research Study**

### **1.5.1 Content**

This study examines the impact of factors that affect consumers' purchase intentions on customer loyalty. The research variables comprise both dependent and independent variables. The dependent variable of this study is customer loyalty to ethnic minority clothing. The independent variables are demography, consumer behavior, and short video. This study adopts a questionnaire survey method.

### **1.5.2 Area of Study**

In this study, the researcher chose Kunming, Honghe, and Xishuangbanna as the Area of study.

### **1.5.3 Samples and Population**

The object of this study is the Chinese minority consumers. Because the population is infinite, according to Krejcie and Morgan (1970), the sample size should be at least 400; however, the researcher collected data from 407.

### **1.5.4 Sampling Methods**

Due to the infinite nature of the population, the sampling method employed in this study is non-probability sampling; therefore, the researcher uses convenience sampling.

### **1.5.5 Duration**

This research plan spans approximately 5 months, starting from August 14, 2024, and ending on November 30.

## 1.6 Research Framework

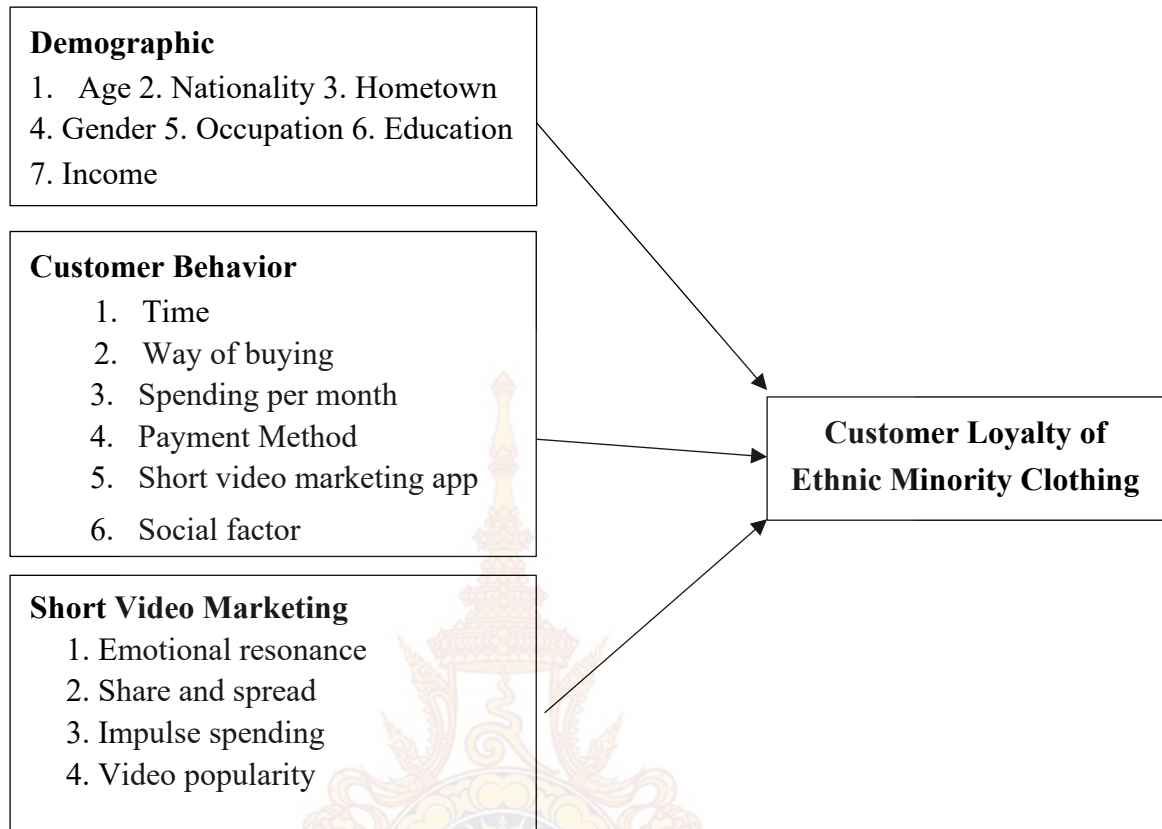


Figure 1.1 Research Framework

## 1.7 Definition of Key Terms

Demographic factors are specific elements or characteristics of a population that are used to categorize and describe the people within a particular group. These factors offer insights into the composition and diversity of a population, playing a significant role in shaping various aspects of society.

**Age:** The study on age suggests that the older the individual, the greater the impact on loyalty to purchasing ethnic minority clothing.

**Nationality:** The study found that individuals from ethnic minorities are more likely to purchase clothing associated with their ethnic background, which has a

significant impact on their loyalty to this type of clothing.

**Hometown:** In the study, customers from ethnic minority areas in their hometowns are more likely to purchase ethnic minority clothing, indicating that their hometown also has a significant impact on their preference for ethnic minority clothing.

#### **Gender definition**

**Male:** The physiological characteristics include an XY chromosome combination, which typically leads to a greater responsibility in social and family roles and exhibits more resolute and decisive character traits.

**Female:** The physiological characteristics of the XX chromosome combination typically lead to individuals taking on more family and social roles, often with gentler and more understanding character traits.

#### **Occupation definition**

**White-collar** refers to office work, technical, or managerial occupations, such as accountants, lawyers, engineers, and managers. They usually require a higher degree, professional skills, and fixed work hours.

**Blue-collar** refers to occupations involving manual labor or technical work, such as construction workers, mechanics, and electricians. They usually require professional skills and experience, and work flexible hours.

**Freelancer:** a professional who undertakes work or projects independently, such as an independent designer, writer, musician, etc. They typically require unique professional skills and the ability to work independently, with more flexible working hours.

**Civil servant:** refers to the employees of government agencies who are responsible for carrying out government functions, such as clerks, civil servants, etc. They usually require higher education and administrative skills, and work more stable hours.

**Entrepreneur:** refers to the establishment or operation of a business by a person who typically requires a strong entrepreneurial spirit, innovation ability, and



business acumen, with working hours that are relatively variable.

### **Educational level definition**

**Uneducated:** A person who has not received any formal education and is usually unable to read or write.

**Basic education** refers to the basic literacy and numeracy skills education, covering primary and lower secondary education.

**Secondary education** encompasses high school and technical secondary education, encompassing both vocational and technical education, as well as general high school education.

**Higher education** refers to college, undergraduate, master's, doctoral education, and the training of senior professionals.

**Postgraduate education** refers to master's or doctoral programs, cultivating talents with advanced research abilities and innovative spirits.

### **Definition of income**

**Low income:** People with a low level of income, usually not enough to meet their basic needs, such as those below the poverty line.

**Low - and middle-income:** refers to people with an income level slightly above the poverty line, but still relatively low.

**Middle income** refers to the level of income that can meet the basic needs of people.

**Middle- and high-income** refer to a higher income level, characterized by specific wealth accumulation, and can support a higher standard of living.

**Customer behavior:** Also known as consumer behavior, refers to the actions, decisions, and patterns exhibited by individuals or groups when they interact with products, services, brands, or the marketplace as a whole. It encompasses a wide range of activities and processes that consumers engage in before, during, and after making a purchase. Understanding customer behavior is crucial for businesses and marketers, as it enables them to predict and influence consumer choices, preferences,

and purchasing decisions.

**Times of buying:** The study categorizes ethnic minority clothing as a distinct type of clothing, as it investigates the loyalty of customers who purchase ethnic minority clothing. The number of times customers buy only includes the number of times they purchase clothes.

**Way of buying:** It refers to short video marketing platforms for purchasing items, such as TikTok and Kuaishou.

**Spending 1 month:** The usage of short video marketing users in a month, such as the average time of using short video marketing per month, and the number of shopping using short video marketing.

**Method of payment:** Shopping on Kuaishou and Douyin has become a way of shopping for many young people, which is as follows: WeChat Pay, paying with Fast Wallet, and paying with Alipay

**Consumer purchasing behavior** is complex, influenced by individual factors such as gender, occupation, education, and income, as well as social factors (such as culture, subculture, politics, economy, legal environment, social consumption infrastructure, family life cycle, decision-making patterns, etc.). In addition, personal factors (such as age, gender, occupation, education, financial situation, mood, motivation, cognition, attitude, learning, memory, personality, and self-concept) also influence purchasing decisions. Ultimately, marketing factors (such as product brand image, price, promotion, and marketing channels) influence purchasing decisions. Marketing activities must accurately grasp consumer needs and behavioral characteristics and develop effective strategies to promote sales growth and foster consumer loyalty.

**Short video marketing** refers to a brief audiovisual content piece that typically.

It has a shorter duration compared to traditional full-length videos, films, or television shows. Short video marketings are designed to capture viewers' attention

quickly and deliver a concise message or entertainment within a limited time frame. They have gained popularity, especially in the age of social media and digital platforms, where users prefer easily consumable and engaging content.

**Emotional resonance** refers to the deep and meaningful emotional connection or impact that a piece of content, experience, or communication has on an individual. It occurs when the content or experience resonates with the person's feelings, values, beliefs, or personal experiences, eliciting a strong emotional response. This response can range from joy, empathy, and inspiration to sadness, nostalgia, or any other powerful emotion.

**Sharing and spreading** means that when customers watch short video marketing, they will share and spread videos about ethnic minority clothing with others.

**Impulse spending** refers to the act of making unplanned and spontaneous purchases on items or services without prior intent or careful consideration. It often involves making buying decisions in the heat of the moment, driven by immediate emotions, desires, or external stimuli rather than thoughtful planning.

**Video popularity** means that each short video marketing platform has its own list of popular videos. Current popular videos will appear on this list. If videos about ethnic minority clothing appear on the list, it will have an impact on the customer loyalty of ethnic minority clothing.

**Customer loyalty** refers to customers who have purchased ethnic minority clothing on multiple occasions.

**"Ethnic minority clothing"** refers to the traditional or culturally distinctive clothing and attire worn by ethnic or cultural minority groups within a larger society. These clothes often carry significant cultural, historical, and symbolic meanings that reflect the identity, heritage, and values of the specific minority group to which they belong.

## 1.8 The Benefits of the Research

**1. Improved Marketing Strategies:** The research can provide businesses with valuable insights into the customer behavior and preferences of Chinese consumers regarding ethnic minority clothing. This understanding can help companies develop more effective marketing strategies tailored to the unique needs and cultural sensitivities of their target audience.

**2. Enhanced Customer Loyalty:** By examining the impact of short video marketing on customer loyalty, the research can offer guidance on how companies can foster stronger customer loyalty. This can lead to increased repeat business, higher customer retention rates, and greater long-term revenue for businesses in the ethnic minority clothing market.

**3. Cultural Sensitivity and Inclusivity:** The research can contribute to promoting cultural sensitivity and inclusivity in the fashion industry. By highlighting the importance of respecting and understanding the cultural significance of ethnic minority clothing, businesses can build positive relationships with both their customers and the diverse communities they represent. This can lead to a more socially responsible and culturally aware business environment.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Related Theories**

##### **2.1.1 Demographic Factors**

Demographic factors such as age, ethnicity, and hometown. They have a significant influence on the customer loyalty of ethnic minority clothing.

##### **1. Age**

Shefrin and Thaler (1988) propose that the Life Cycle Hypothesis posits that as people transition from youth to middle age and old age, their spending and consumption habits change. During this process, young people may be more likely to switch brands, while as they grow older, they may be more inclined to remain loyal to a particular brand. In the field of online short video marketing, several related concepts and theories exist.

Jiang and Yu (2008) Research shows that young people may be more willing to try new brands and products because they are more sensitive to market changes. As consumers age, they may develop deeper emotional bonds and more established buying habits with specific brands, resulting in higher brand loyalty.

##### **2. Nationality**

Bandura (2002). The increasing globalization and cultural diversity of societies, as well as their entanglement in a networked world that transcends time, distance, place, and national borders, call for an expanded scope of cross-cultural analysis. Cultural Identity and Social Cognitive Theory: Different ethnic and cultural groups may have different senses of identity and emotional associations with particular clothing. People may be more inclined to buy and be loyal to clothing that shows their cultural characteristics, which affects their customer loyalty to ethnic minority clothing to some extent.

### **3. Hometown**

Regional Identity Theory: Hometown is closely related to regional identity. People often have special affection for their hometown because it represents their roots and cultural background. Regional identity may influence individuals' sense of identity and customer loyalty to ethnic minority clothing, as this clothing may be associated with the traditions and cultures of their hometown (Fernández-Ferrín et al., 2021). Identity was also introduced as a factor of customer loyalty.

### **4. Gender**

Gender definition: Gender refers to anatomical and physical differences based on human classifications of male, female, intersex, etc., as well as animal classifications of female, male, hermaphrodite, and other biological characteristics, which are collectively referred to as biological sex (Liang, 2011).

### **5. Occupation**

Occupation definition: An occupation refers to the work performed by an individual to serve society and provide the primary source of income. According to the definition of the China Professional Planners Association,  $\text{occupation} = \text{function} \times \text{industry}$  (Zhao, 2010).

### **6. Education**

Education level definition: Education level refers to the level of education people receive, which can generally be divided into three levels: primary education, secondary education, and higher education. A country's level of education fundamentally depends on the level of development of productive forces, education needs a certain amount of human and material resources, the number of schools, how many people are allowed to receive education and what kind of education depends on the human and material resources and the amount of surplus labor that the society can provide (Huang, 2013).

### **7. Income**

Definition of income: Income refers to the total inflow of economic benefits generated through the daily activities of enterprises, which leads to an increase



in owners' equity and is distinct from the capital invested by the owners (Wang, 2008).

Understanding and considering these demographic factors can help businesses better understand their target market and tailor products, services, and marketing strategies accordingly to increase customer loyalty. However, this is not absolute, and demographic factors are only one of many factors that influence customer loyalty. The psychological and behavioral factors of customers, as well as the characteristics of products, services, and brands, also significantly impact customer loyalty (Wang, 2008).

### **2.1.2 Customer Behavior**

Liu and Dong (2024) investigated how customers typically make purchases based on the influencing factors of purchase intention and the fluctuation of consumption impulse after viewing short video marketing, aiming to satisfy the required purchase intention and impulse. This desire and impulse to buy is a very complex and unpredictable psychological process. It includes:

#### **1. Application**

The application is realistic psychology, which is based on the fundamental principle of rational motivation, namely, the most basic utility of commodities. Driven by the motivation of application, customers focus on the technical performance of the product, and considerations of its appearance, price, brand, and other factors follow (Liu & Dong, 2024).

#### **2. Economy**

Economics is the study of how people seek to maximize their utility. Given that other conditions are roughly equal, the price often becomes the key factor that determines customers' choices of a particular product. The reason why discount coupons and auctions can affect the hearts of thousands of people is because of the psychology of "seeking honesty" (Liu & Dong, 2024).

#### **3. Reliable**

Customers always hope that goods can usually play their use value within the specified time, and reliability is essentially an extension of "economy". Brand-name

goods have an advantage in fierce market competition due to their superior quality and reputation. Therefore, enterprises with foresight always open product sales under the premise of ensuring quality (Liu & Dong, 2024).

#### **4. Security**

With the popularization of scientific knowledge, the improvement of economic conditions, and increased customer awareness of self-protection and environmental protection, product safety has become an increasingly important consideration for customers when choosing a particular product. "Green products" with extensive prospects are well-suited for this purchase motivation, promoting sales (Liu & Dong, 2024).

#### **5. Aesthetic sense**

All share the love of beauty, and aesthetic performance is also one of the uses of products. Companies are investing more in product design because the aesthetic motive is becoming increasingly important in consumer purchasing decisions (Liu & Dong, 2024).

#### **6. Easy to use**

Saving labor and trouble is undoubtedly a natural need of people. Commodities, especially those with complex technologies, are fast and convenient to use and will be more favored by consumers. Televisions with remote controls, point-and-shoot cameras, and a plethora of disposable goods are booming, catering to this motivation. Therefore, by understanding the differences in customer behavior and how these behaviors impact customer loyalty, companies can develop more effective strategies to enhance customer loyalty (Liu & Dong, 2024).

Wang (2022) examined the purchasing behavior of individuals. They pointed out that with the acceleration of social life's pace, people cherish time more and buy locally. Incidentally, piggy-back purchases often occur for less selective goods. The reason the supermarket is prosperous is the rise of mail order, telephone shopping, TV shopping, and other shopping methods, which are suitable for consumers to use.

Short video marketing, on the other hand, effectively meets the shopping



needs of customers and provides more options and faster purchasing methods. For example, TikTok can integrate with WeChat to enable convenient operations, such as fast payment and receipt location, thereby saving customers' time and improving customer satisfaction. Through Short video marketing shopping, one can get a larger choice space than offline physical store shopping, the convenience of staying indoors, and a more comprehensive understanding of the products one needs to buy through video introduction, which is the best experience brought to users by Short video marketing shopping, and it is also the reason why people in the new era choose Short video marketing shopping (Wang, 2022).

Wang (2022) found in his study that differences in short video marketing would have an impact on customer loyalty.

1. Content quality and value: Providing high-quality, engaging, and valuable content can attract and retain fans' attention, ultimately increasing fan loyalty. This requires the continuous production of high-quality, engaging, and helpful short video content, ensuring the content remains fresh and diverse.

2. Update frequency: Releasing new content regularly and maintaining a consistent update frequency can keep fans engaged and anticipating future updates, thereby improving their loyalty.

3. Interaction with fans: Interact with fans through likes, comments, private messages, and other ways, reply and pay attention to fans' feedback promptly, which helps to establish a good user relationship and improve fans' loyalty.

4. Event planning: Organize interactive activities with fans, such as sweepstakes, signing parties, and live broadcasts, to attract more fans and increase user engagement, stickiness, and loyalty.

5. Customized services: Provide customized services and content according to the needs and preferences of fans, such as regularly recommending exclusive content to fans, providing coupons, etc., which can increase user stickiness and loyalty.

In general, the differences in short video marketing are primarily reflected in content quality and value, update frequency, interaction with fans, event planning, and the provision of customized services, all of which will impact customer loyalty.

Zhou (2018). In his research, he referred to buying things on Kuaishou TikTok as a way for many young people to shop, as follows:

#### Pay with Alipay

When purchasing goods on Kuaishou Douyin, many sellers accept Alipay as a payment method. First, select the product one wants to buy on the Kuaishou TikTok platform. Then, go to the seller's store page, where one will find a "Buy Now" button at the bottom of the page. Click it to enter the product details page. On the product details page, one can select the "Payment Method" option and choose Alipay as the preferred payment method. Then, enter one's Alipay account details and password to complete the payment (Zhou, 2018).

#### Pay using WeChat

Additionally, some sellers also accept WeChat payments. When purchasing goods, select "WeChat Pay". One also needs to enter their WeChat account and password, and then confirm the payment (Zhou, 2018).

#### Pay with a Quick hand wallet

Kuaishou TikTok also offers a payment method called Kuaishou Wallet. The advantage of using Kuaishou wallet payment is that one does not need to enter a payment password; instead, payment can be completed by simply entering one's payment password or using face recognition. However, one first needs to bind their bank card or Alipay account (Zhou, 2018).

The purchasing behavior of consumers is a complex process influenced by numerous factors. Firstly, psychological factors are the primary factors influencing consumer decision-making, encompassing consumer needs, motivations, perceptions, learning, attitudes, and beliefs. These psychological factors play a crucial role in consumers' purchasing decisions, guiding and influencing the direction and choice of

their purchasing behavior.

Secondly, social factors will also affect consumers' purchasing behavior, including culture, subculture (values, cultural traditions, religion, ethnicity), political, economic, and legal environment, social consumption infrastructure (policies, consumption infrastructure, technology), and family (structure, life cycle, decision-making mode). These social factors have a profound impact on consumer purchasing behavior, as they shape consumers' lifestyles and values, and directly or indirectly influence consumers' purchasing decisions.

Additionally, personal factors play a significant role in influencing consumer purchasing behavior. Consumers' age, gender, occupation, education, financial status, mood, motivation, cognition, attitude, learning, memory, personality, and self-concept all influence their purchasing decisions. These personal factors not only determine the consumer's needs and preferences but also affect the consumer's cognition and evaluation of the product, which in turn affects the purchase decision.

Ultimately, marketing factors will also influence consumers' purchasing behavior. Product brand image, price, promotion, and marketing channels will have an impact on consumers' purchase decisions. Marketing activities can provide product information, stimulate consumers' interest in purchasing, and promote the completion of consumers' purchasing decisions. Improper marketing strategies may lead to consumers' aversion and distrust of products. Therefore, marketing activities must accurately grasp consumer demand and behavioral characteristics and formulate effective marketing strategies to promote sales growth and foster consumer loyalty.

In this research, the researcher will select variables related to customer behavior, including time, Method of purchase, monthly spending, payment method, short video marketing app, social factor, and marketing factor.

### **2.1.3 Short Video Marketing**

Short video marketing has had a positive impact on clothing sales through rich presentation methods, creative content, and user engagement (Zhang, 2020). They

increase brand exposure, enhance the product experience, drive sales conversions, and influence fashion trends and consumer preferences (Yang & Tang, 2019). However, brands and marketers also need to pay attention to maintaining the authenticity and transparency of short video marketing platforms in order to build a trustworthy brand image and build long-term relationships with consumers. This paper reviews the domestic and foreign literature to explore the influence of living habits and short video marketing communication on the loyalty of ethnic minority clothing consumers.

Wu (2019) said China's short video marketing clothing sales market has enormous potential. Fierce competition among platforms, a combination of video display and purchase, brand cooperation and promotion, user-generated content and social interaction, fashion trend guidance, and popularization of mobile payment are all important features of this market. With the continuous development of the short video market and increasing demand from users, short video marketing for clothing sales is expected to continue flourishing. In recent years, the creation and dissemination of short video marketing have led to a rapid increase in sales of ethnic minority clothing in China.

China's short video marketing sales platforms are diverse and rich. The following is an overview of some major Chinese short video marketing sales platforms:

Luo (2020) notes that TikTok is one of the largest short video marketing platforms in China, boasting a vast user base. It provides a personalized recommendation algorithm that enables users to browse short video marketing content tailored to their interests and preferences. Clothes sales on Douyin are usually through video displays and links to purchase.

Shumi (2019) Kuaishou: Kuaishou is also one of the leading platforms in China's Short video marketing market, with a large number of users and content creators. Clothes sales on Kuaishou typically take place through user-generated content, brand partnerships, and live streaming. Kuaishou also offers a social e-commerce function, allowing users to make purchases directly while watching short videos.

Guotong (2016) Xiaohongshu: Xiaohongshu is a community-based shopping sharing platform that also provides short video marketing functions. Users can post their outfit videos, share shopping experiences, and post reviews, as well as interact with other users. Clothing sales on Xiaohongshu are often dominated by user-generated content and social interaction.

Wright (2017) Taobao Live: Taobao Live is a live broadcast sales platform integrated with the Taobao e-commerce platform, operated by Alibaba. Brands and merchants can sell clothes through Taobao Live, showcase products to users, and facilitate direct purchases.

Lu (2020) JD Live: JD Live is a live sales platform under JD Mall. Brands and merchants can display and sell clothing through JD Live, interacting with and purchasing from users in real-time.

### **1. Emotional resonance**

Arouse emotional resonance: Short video marketing attracts audiences and generates influence through emotional resonance. By presenting emotional stories, touching scenes, or themes with emotional resonance, short video marketing can stimulate the audience's emotional response, making it easier for them to develop a positive emotional connection with the brand or product (Li et al., 2020).

Affective Purchase Decision Theory posits that consumers' emotions and emotional experiences significantly impact their purchasing decisions. When consumers form an emotional connection with a product or brand, they are more likely to remain loyal to it.

Affective Bonding Theory emphasizes the importance of emotional connection between customers and products or brands. If ethnic clothing can create a positive emotional connection among consumers, they may be more willing to buy and remain loyal.

Identity Theory: Emotional resonance may be related to consumers' identity. When consumers can find their own culture, values, and identity in ethnic

minority clothing, they are more likely to experience emotional resonance and loyalty to the clothing (Li et al., 2020).

## **2. Share and spread**

Friedkin (1998) suggests that social influence theory may explain how comments, shares, and the spread of content on Short video marketing platforms influence consumers' purchase decisions. When other users post positive comments and shares about ethnic clothing, it may increase the interest and loyalty of other consumers.

## **3. Impulse spending**

Hausman (2000) Impulse Buying Theory: Impulse buying refers to the immediate purchase decision made by consumers stimulated by certain factors without prior planning. In Short video marketing, factors such as attractive content and limited-time offers may induce impulse purchases. However, loyalty may be affected because impulse purchases often result from a momentary emotional response.

## **4. Video popularity**

Schunk (1989) suggests that social cognitive theory may be applied to popular videos, which can serve as models for social learning, influencing viewers' purchasing behavior and attitudes. If the ethnic clothing displayed in the video is socially recognized and noticed, viewers may be more inclined to purchase it and remain loyal.

Friedkin (1998) Social Influence Theory: Popular videos may influence viewers' purchase decisions through social factors such as comments, likes, and shares. If the video resonates positively with viewers, they may be more likely to buy minority clothing and stay loyal.

Naeem (2021) Social Proof Theory: A popular video can serve as social proof that many people are interested in or support the product or brand. This social proof may increase audience motivation and loyalty.

Kuo & Hou (2017) Brand Image and Identity Theory: Popular videos can influence brand image, making it easier for viewers to connect emotionally with a brand. When audiences identify with the values and culture of an ethnic clothing brand,



they may be more likely to buy and remain loyal.

#### **2.1.4 Customer Loyalty of Ethnic Minority Clothing**

Katz-Gerro (2004) Cultural Consumption Theory: This theory emphasizes how individuals use consumption as a way to express their cultural identity and affiliation. If ethnic minority clothing aligns with an individual's cultural values and identity, they might be more likely to develop loyalty towards those clothing options.

Chang and Chieng (2006) Consumer-Brand Relationship Theory: This theory posits that consumers form relationships with brands that are similar to those in interpersonal relationships. If ethnic minority clothing brands can build a positive emotional connection with consumers through their cultural significance and storytelling, it could lead to greater customer loyalty.

Kim, H. and Park (2001) Brand Loyalty Theory: This theory focuses on the strength of the emotional attachment consumers have towards a brand. If ethnic minority clothing brands can evoke positive emotions and connections related to cultural heritage, consumers are more likely to remain loyal to those brands.

#### **2.1.5 Customer Loyalty**

Griffin (2002) notes that the widespread use of the Internet has changed how customers expect relationship building to work. No longer is marketing and sales information pushed toward the customer.

#### **2.1.6 Ethnic Minority Clothing**

Ronghui (2006) defines Chinese ethnic minority clothing as the traditional costumes that have been inherited, created, and worn by various ethnic minority groups in China. China has a large number of ethnic minorities, each with its unique culture, history, and way of life, and their clothing reflects these characteristics and styles.

## **2.2 Related Studies**

Zhang et al. (2013) have found the influence of customer behavior on the

loyalty of minority clothing customers.

According to the survey results, customer behavior has a significant impact on the loyalty of Chinese minority clothing customers. Specifically, customer purchase frequency, purchase amount, word of mouth, and other behavioral factors have a positive impact on customer loyalty. Among them, the higher the purchase frequency, the higher the customer loyalty; the larger the purchase, the higher the customer loyalty; word of mouth can also increase the loyalty of other potential customers (Zhang et al., 2013).

Zhang et al. (2013) have found the influence of short video marketing on the loyalty of minority clothing customers.

The survey results show that short video marketing also has a positive impact on the loyalty of ethnic minority clothing customers. Specifically, the content, presentation mode, communication channel, and other factors of short videos have an impact on customer loyalty. Among them, the higher the content quality of short videos, the more vivid and engaging the presentation, and the wider the communication channels, the higher the customer loyalty (Zhang et al., 2013).

According to Savchenko's (2018) research results, we can draw the following conclusions: both customer behavior and short video marketing have a positive impact on the loyalty of Chinese minority clothing customers. Therefore, merchants should take adequate measures to improve the effect of customer behavior and short video marketing.

1. Enhance product quality and service level: Merchants should continually focus on improving product quality and service level to meet customer needs and increase satisfaction by providing high-quality after-sales service and customer support, thereby enhancing customer confidence and loyalty (Savchenko, 2018).

2. Strengthen short video marketing: Businesses should produce high-quality short video content to show the unique charm and cultural connotation of minority costumes. At the same time, select the most suitable communication channels,



such as social media and short video platforms, to enhance the exposure rate and communication effectiveness of short videos (Savchenko, 2018).

3. Guide customer behavior: Merchants can guide customer behavior through various marketing activities. For example, conduct promotional activities and establish membership systems to increase the frequency and volume of purchases. At the same time, customers are encouraged to share their purchasing experience and publish orders through social media to improve the word-of-mouth communication effect (Savchenko, 2018).

4. Enhance customer engagement: Merchants can engage with potential customers through social media and short video platforms. For example, responding to reviews and private messages helps increase customer engagement and loyalty. At the same time, holding online activities, Q&A interaction, and other ways to increase customer engagement and interaction (Savchenko, 2018).

In short, in the context of the digital age, Chinese minority clothing merchants should combine customer behavior and short video marketing to improve customer loyalty and brand influence (Savchenko, 2018).

Salminen et al. (2020) conducted a study examining the roles of gender and age in short video marketing and their impact on purchase intentions. Their findings offer valuable insights into how demographic factors influence the effectiveness of short video marketing strategies and subsequent consumer purchasing behavior. This study is particularly relevant to our research as it underscores the importance of demographic considerations in the context of short video marketing. (Salminen et al., 2020)

Wang et al. (2021) investigated the impact of digital influencers on purchase intentions, emphasizing the role of demographic factors. Their research contributes to understanding how influencers influence consumer decisions and how demographic variables affect the effectiveness of influencers. This study complements our analysis by offering a perspective on the intersection of influencer marketing and

demographic influences on consumer behavior (Wang et al., 2021).

Meng et al. (2024) focused on the content characteristics of short-form video ads and their impact on consumer purchase behavior, using TikTok as a case study. Their findings suggest that certain content features can significantly influence consumer decisions, which is directly relevant to our investigation into the factors affecting consumer loyalty towards ethnic minority clothing (Meng et al., 2024).

Naeem (2021) explored the role of social media in generating social proof and its impact on customer stockpiling behavior during the COVID-19 pandemic. This study is significant as it highlights the impact of social media on shaping consumer behavior, particularly during times of crisis, and its potential to influence loyalty and purchasing patterns (Naeem, 2021).

Wang (2022) examined the influence of short videos on consumers' purchase decision-making processes. This research is valuable for our study as it provides insights into how short video content can directly influence consumers' decision-making processes, a key aspect of understanding loyalty and repeat purchasing behavior (Wang, 2022).

Yang and Tang (2019) researched the business model of short video marketing e-commerce in China, offering a comprehensive view of the ecosystem in which short video marketing operates. Their work is instrumental in understanding the broader context within which consumer behavior and loyalty are shaped in the digital age (Yang & Tang, 2019).

Zhang (2020) examined the improvement paths for the effects of short video brand marketing. This study is particularly relevant to our research as it discusses strategies that can enhance the effectiveness of short video marketing, which directly impacts consumer loyalty and brand preference (Zhang, 2020).

These studies collectively contribute to a comprehensive understanding of the multifaceted factors that influence consumer behavior and loyalty in the context of short video marketing, providing a solid foundation for our research on the impact of

customer behavior and short video marketing on Chinese customer loyalty towards ethnic minority clothing.



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

A questionnaire survey was designed using quantitative research methods. This paper primarily examines the impact of demographic factors, customer behavior, short video marketing, and minority clothing on customer loyalty.

#### **3.2 Research Population and Samples**

##### **3.2.1 Population**

The object of this study is Chinese consumers who have had a shopping experience through short video marketing in Kunming, Honghe, and Xishuangbanna, China. This group is hard to measure. So, the population of this study is unlimited.

##### **3.2.2 Samples**

The sample frame of this study was obtained from Chinese Short video marketing APPs. Sampling from large or representative minority groups ensures the broad applicability of results. In the entire sampling frame, cover as many customers who have purchased ethnic minority clothing as possible, thereby achieving a representative description of customers who have purchased ethnic minority clothing in China. The samples for this study were drawn from two representative short video marketing platforms in China: TikTok, Kuaishou, and Xiao HongShu. Each platform drew 135 people, totaling 405 respondents; however, the researcher collected data from 407 respondents in total.

##### **3.2.3 Sampling Method**

According to the infinite population, the sampling method used in this study is non-probability sampling; therefore, the researcher employed convenience

sampling.

### **3.3 Data Collection**

A large amount of data can be obtained through online questionnaires and sent to online shoppers in China. Questionnaires can include questions about respondents' social media habits or whether short video marketing affects customer loyalty when purchasing ethnic minority clothing.

The questionnaire primarily collects personal information, customer behavior, short video marketing data, and other relevant data from the respondents. The researcher collected data from respondents who make online purchases on TikTok and Kuaishou.

### **3.4 Research Instrument**

#### **Part 1: Demographic factors**

This section consists of closed-ended questions. It collects data about the demographics of the sample. This basic information provides insight into the background characteristics of the sample.

#### **Part 2: Customer Behavior**

This section contains some closed-ended questions, primarily to collect data about customer behavior. These questions are designed to help us understand the background characteristics of the sample, and the relevant data will help us gain a deeper understanding of the sample population for this study.

#### **Part 3: Short Video**

The researchers used a five-point Likert scale and asked participants to rate how strongly they felt about their purchase intentions related to short video online shopping.

## Part 4: Customer Loyalty

The researchers used a five-point Likert scale and asked participants to rate the extent to which they believed Customer Loyalty was related to purchase intentions.

### 3.5 Content Validity and Reliability

#### 3.5.1 Content Validity

The Objective Congruence Index (OCI) is a method used to evaluate the degree to which an individual item or question aligns with a predetermined set of objectives or competencies being measured. In other words, the LOC index gauges how well an individual item aligns with the overall objectives of a test or assessment.

To calculate the LOC index, one first needs to establish the objectives for the test or assessment. These objectives should represent the skills or knowledge that the test aims to measure. Then, for each item or question in the test, the alignment with each of the objectives is determined. The degree of alignment is typically based on a rubric or set of criteria that outlines explicitly how well an item aligns with each objective.

Questions with an IOC index of 0.5 or higher were selected for review. If any question falls below the 0.5 criteria, but is deemed necessary to cover the required measurement, it was revised based on expert recommendations.

Table 3.1 IOC on Likert Scale

IOC on Customer Behavior		Expert 1	Expert 2	Expert 3	IOC Index
Emotional Factor	What time do you usually buy clothes a day?	+1	+1	+1	1
	What is your favorite way to buy clothing?	+1	+1	+1	1
	How many times do you spend per month?	0	+1	+1	0.67
	What payment method do you often use?	+1	+1	+1	1

IOC on Customer Behavior		Expert 1	Expert 2	Expert 3	IOC Index
Social Factor Marketing Factor	Which Short video marketing app do you use to buy things?	+1	+1	+1	1
	Which of the following reasons do you care about minority clothing?	+1	+1	+1	1
	Which of the following reasons would you buy minority clothing?	+1	0	+1	0.67
IOC on Short Video Marketing		Expert 1	Expert 2	Expert 3	IOC Index
Emotional resonance	Do you buy products because you see something familiar?	+1	+1	+1	1
	Would you buy a product you once owned but lost?	+1	+1	+1	1
Share and spread	Do you buy products you once loved?	0	+1	+1	0.67
	Would you buy a product based on a friend's recommendation?	+1	0	+1	0.67
	Would you buy a product based on a short video marketing recommendation?	+1	+1	+1	1
	Would you buy a product based on a recommendation from a vlogger?	+1	0	+1	0.67
Impulse spending	Do you buy products on impulse?	+1	+1	+1	1
	Would you buy a product just because it looks good, without considering its performance?	0	+1	+1	0.67
	Would you buy a product just because you like a vlogger, without considering the product's performance?	+1	+1	+1	1
	Will you buy the product because the promotional video has many recommendations?	+1	+1	+1	1
Video popularity	Will you buy the product because of the recommendations of many people?	+1	0	+1	0.67
	Would you buy a product because the blogger selling it has a large following?	+1	+1	+1	1
IOC on Customer Loyalty		Expert 1	Expert 2	Expert 3	IOC Index
C u s t o m e r Loyalty	You love to share information about shopping with short video marketing	+1	+1	+1	1
	You will buy ethnic minority clothing through short video marketing again.	0	+1	+1	0.67
	You will repurchase it even if you have	+1	+1	+1	1



IOC on Customer Behavior	Expert 1	Expert 2	Expert 3	IOC Index
an unsatisfying experience with short video marketing				
Based on your behavior, you will buy ethnic minority clothing once a year.	+1	+1	+1	1
You would go to the same short video marketing platform store to buy different ethnic clothes	+1	+1	+1	1

### 3.5.2 Reliability

Results. The reliability of Emotional resonance, Share and spread, Impulse spending, and Video popularity was 0.818, 0.856, 0.839, and 0.900, respectively. The reliability is above 0.7. Therefore, the questionnaire is suitable for future use to collect actual data.

Results. The Customer Loyalty reliability was 0.941. The reliability is above 0.7. Therefore, the questionnaire is suitable for future use to collect actual data.

## 3.6 Data Analysis

### 3.6.1 Descriptive Statistics

Using descriptive statistics, the researcher analyzed the demographics of the respondents, such as gender, age, education, occupation, income, and usage frequency and percentage. The mean and standard deviation are used for customer behavior.

Customer Behavior and Customer Loyalty of Ethnic Minority Clothing for Short-Video Online Shopping.

The evaluation criteria of the item with positive significance for each calculation method that breaks the measurement range are

$$\begin{aligned}
 N (\text{Width of the Range}) &= \frac{\text{Maximum} - \text{Minimum}}{\text{Level}} \\
 &= \frac{5-1}{5}
 \end{aligned}$$



$$=0.8$$

The researchers analyzed customer loyalty to ethnic minority clothing by calculating average scores in the following ranges

4.21-5.00 is considered to be Strongly Agree

3.41-4.20 shall be deemed as Agree

2.61-3.40 is considered Neutral

1.81-2.60 shall be regarded as Disagree

1.00-1.80 is considered to be Strongly Disagree

### **3.6.2 Inferential Statistics**

Inferential statistics are used to test hypotheses at a 0.05 statistical significance level. The analysis evaluated the relationship between the dependent variable and the independent variables under the following hypotheses:

Hypothesis 1: Differences in Demographic factors generate differences in customer loyalty

Independent sample t-tests (for Gender) and one-way ANOVAs (for Age, Education, Occupation, Income, Nationality, and Hometown) are applied to test the hypothesis.

Hypothesis 2: Differences in Customer behavior generate differences in customer loyalty (One-way ANOVA Analysis is used for testing the hypothesis)

Hypothesis 3: Differences in Short video marketing generate differences in customer loyalty (Multiple Linear Regression Analysis is used for testing the hypothesis.)

## CHAPTER IV

### ANALYSIS RESULT

A study was conducted to examine the impact of customer behavior and short video marketing on the loyalty of ethnic minority clothing customers in China, using statistical methods to analyze 407 consumer samples from Kunming and Hong.

This study primarily focuses on the impact of customer behavior and short video marketing on the loyalty of Chinese ethnic minorities, examining the influence of these two independent variables on the dependent variable.

The study's findings fall into two parts. Descriptive statistics of the variables used will be included in the first phase of the study. The second part presents the empirical results of using multiple regression, one-way ANOVA, and independent sample t-tests to test the research hypothesis. Statistical symbols and meanings used for data analysis and interpretation are as follows:

N	=	the number of people
n	=	number of samples
X	=	means
SD	=	standard deviation
t	=	t distribution
F	=	F distribution
df	=	degrees of freedom
LSD	=	Minimum significant difference
Sig	=	Level of statistical significance for testing hypotheses
*	=	Statistical significance at 0.05 level

#### 4.1 Descriptive Statistical Analysis

Table 4.1 Frequency and Percentage of the Respondents

Items	Categories	N	Percent (%)
Age	A. under 18	64	15.72
	B. 18-24 years old	49	12.04
	C. 25-34 years old	101	24.82
	D. 35-44 years old	63	15.48
	E. 45-54 years old	101	24.82
	F. over 55 years old	29	7.12
Nationality	A: The YI	133	32.68
	B: Hani ethnic group	131	32.19
	C: Dai ethnic group	143	35.13
Hometown	A: KunMing	149	36.61
	B: Honghe	150	36.85
	C: Xishuangbanna	108	26.54
Gender	A: Male	196	48.16
	B: Female	211	51.84
Occupation	A: White-collar	64	15.72
	B: Blue collar	38	9.34
	C: Freelancer	130	31.94
	D: Civil servant	74	18.18
	E: Entrepreneur	101	24.82
Education	A: Uneducated	0	0
	B: Basic education	0	0
	C: Secondary education	92	22.60
	D: Higher education	192	47.17
	E: Postgraduate education	123	30.22
Income	A: Low income (under 2000/M)	119	29.24
	B: Low - and middle-income(2000-4000/M)	46	11.30
	C: Middle income (4000-6000/M)	139	34.15
	D: High income (Over 6000/M)	103	25.31

Items	Categories	N	Percent (%)
Total		407	100.0

Table 4.1 presents the demographic analysis, which includes age, nationality, hometown, gender, occupation, education, and income of the respondents. The age group with the highest representation is 25-34 years old, accounting for 24.82% of the total sample. The majority of respondents are from the Dai ethnic group at 35.13%. Geographically, the samples are widely distributed across Kunming, Honghe, and Xishuangbanna, with Honghe showing the highest number of respondents at 36.85%. In terms of gender, the majority are female at 51.84%. For Occupation, the majority of respondents are freelancers at 31.94%. The education level of the respondents is relatively high, with a majority having higher education at 47.17%. For Income, the middle-income group (₹ 4000-₹ 6000) forms the largest segment of the sample, at 34.15%.

Table 4.2 Frequency Statistics of Customer Behavior Factors

Items	Categories	N	Percent (%)
1. What time do you usually buy clothes a day?	A. In the morning	25	6.15
	B. In the afternoon	81	19.90
	C. In the evening	137	33.66
	D. At night	164	40.29
2. What is your preferred method for purchasing clothing?	A: Online	183	44.96
	B. In Short video marketing	112	27.52
	C. Web store	112	27.52
3. How many times do you spend per month?	A. 1 hour	92	22.60
	B. 2 hours	166	40.79
	C. 3 hours	117	28.75
	D. More than 3 hours	32	7.86
4. What payment method do you often use?	A. By cash	14	3.44
	B. By Ali Pay	164	40.29

Items	Categories	N	Percent (%)
5. Which Short video marketing app do you use to buy things?	C.By WeChat	197	48.40
	D.Another way	32	7.86
	A.Tik tok	74	18.18
	B.KuaiShou	109	26.78
	C.XiaoHongShu	224	55.04
6. Which of the following reasons do you care about minority clothing?	A: Culture (values, cultural traditions, religion, ethnicity)	26	6.39
	B: Political	126	30.96
	C: Economy	168	41.28
	D: Legal environment	87	21.38
7. Which of the following reasons would you buy minority clothing?	A: Product brand image	95	23.34
	B: Price	113	27.76
	C: Sales promotion	112	27.52
	D: Marketing channel	87	21.38
Total		407	100.0

Table 4.2 analysis covers the time of purchase, Shopping Method, Monthly Spending Time, Payment Method, Short Video Marketing App Usage, Reasons for Caring, and Purchasing Minority Clothing. which we can see from the table, Time of Purchase: The majority of purchases occur at night, with 40.29% of respondents indicating this as their preferred time. Preferred Shopping Method: Online shopping is the preferred method, with 44.96% of the sample opting for this option. Monthly Spending Time: The most common time spent on shopping per month is 2 hours, chosen by 40.79% of respondents. Payment Method\*: WeChat is the dominant payment method, used by 48.40% of the sample, followed by Alipay at 40.29%. Short Video Marketing App Usage: XiaoHongShu is the most popular platform for short video marketing, with 55.04% of the sample using it for customer loyalty. Reasons for Caring About Minority Clothing: Economic factors are the primary concern for 41.28% of respondents. Reasons for Purchasing Minority Clothing: Price is the leading factor

influencing customer loyalty, with 27.76% of respondents citing it as their primary consideration, surpassing other factors such as brand image and marketing channels.

Table 4.3 Mean and Standard Deviation of Emotional Resonance on Short Video Marketing

Emotional resonance	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	SD	Meaning	Rank
Familiar products	2.9	12	30.2	38.3	16.5	3.53	0.999	Agree	1
Lost products	6.4	11.3	35.1	25.3	21.9	3.45	1.139	Agree	3
Favorite product	6.6	8.1	33.7	29.5	22.1	3.52	1.120	Agree	2
Total						3.50	0.931	Agree	

For Table 4.3, the Emotional resonance analysis results show that the mean value for familiar products is 3.53, indicating that customers' opinions on familiar products are at the agreement level, followed by their Favorite product and lost products. The average values are 3.52 and 3.45, respectively, indicating that customers' opinions on Favorite products and lost products were at the agreed level.

Table 4.4 Mean and Standard Deviation of Share and Spread of Short Video Marketing

Share and Spread	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	SD	Meaning	Rank
Recommended product	3.2	10.6	27.8	37.1	21.4	3.63	1.033	Agree	3
Short video product	2.7	10.1	28	38.1	21.1	3.65	1.008	Agree	2
Vlogger product	2.9	9.8	28.3	28.7	30.2	3.73	1.084	Agree	1
Total						3.68	0.918	Agree	

For Table 4.4, Share and Spread, the analysis results show that the mean value of the vlogger product is 3.73, indicating that customers' opinions on the vlogger

product are at the agree level, followed by the short video product and recommendation products. The average values are 3.65 and 3.63, respectively, indicating that customers' opinions on short video products and recommendation products are at a generally agreed-upon level.

Table 4.5 Mean and Standard Deviation of Impulse Spending of Short Video Marketing

<b>Impulse Spending</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Mean</b>	<b>SD</b>	<b>Meaning</b>	<b>Rank</b>
Impulse	3.2	4.9	22.9	35.6	33.4	3.91	1.02	Agree	1
Performance	2.0	4.7	27.0	36.1	30.2	3.88	0.96	Agree	2
Favorite vlogger	2.0	4.7	27.3	36.1	30.0	3.87	0.96	Agree	3
Total						3.89	0.85	Agree	

For Table 4.5, Impulse spending, the analysis results show that the mean value of impulse is 3.91, indicating that customers' opinions on impulse are at the agree level, followed by 'looks good' and 'favorite vlogger'. The average values are 3.88 and 3.87, respectively, indicating that customers' opinions on 'looks good' and 'favorite vlogger' are at an agreed-upon level.

Table 4.6 Mean and Standard Deviation of Video Popularity of Short Video Marketing

<b>Video Popularity</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Mean</b>	<b>SD</b>	<b>Meaning</b>	<b>Rank</b>
Video	12.0	13.0	31.4	25.1	18.4	3.25	1.24	Neutral	3
People	11.3	15.7	28.7	25.1	19.2	3.25	1.25	Neutral	2
Followers	11.3	12.0	31.0	27.8	17.9	3.29	1.21	Neutral	1
Total						3.26	1.13	Neutral	

For Table 4.6, Video popularity, the analysis results show that the mean



value of followers is 3.29, indicating that customers' opinions on followers are at the Neutral level, followed by People and Video. The mean values are 3.25 and 3.25, respectively, indicating that customers' opinions on People and Video are at the Neutral level.

Table 4.7 Mean Value and Standard Deviation of Customer Loyalty

Customer Loyalty	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	SD	Meaning	Rank
Share information	6.4	8.4	33.7	27.0	24.6	3.55	1.137	Agree	1
Buy again	8.8	9.3	28.5	29.5	23.8	3.50	1.203	Agree	2
Unsatisfied experience	8.4	8.4	33.2	26.3	23.8	3.49	1.182	Agree	3
Behavior	6.9	12.3	33.7	22.6	24.6	3.46	1.184	Agree	4
Platform store	12.0	9.1	32.2	21.4	25.3	3.39	1.285	Neutral	5
Total						3.48	1.080	Agree	

For Table 4.7, Customer Loyalty, the analysis results show that the mean value of share information is 3.55, indicating that customers' opinions on share information are at the agree level, followed by 'buy again', 'unsatisfied experience', 'behavior', and 'platform store'. The mean values are 3.50, 3.49, 3.46, and 3.39, respectively, indicating that customers' opinions on buying again, unsatisfied experience, and behavior are at an agreed-upon level. However, the customers' opinions on the platform store are at a neutral level.

Table 4.8 Descriptive Statistics for Short Video Marketing

Items	N of Samples	Min	Max	Mean	Std. Deviation	Meaning	Rank
Emotional resonance	407	1	5	3.50	0.93	Agree	3
Share and spread	407	1	5	3.68	0.92	Agree	2
Impulse spending	407	1	5	3.89	0.85	Agree	1
Video popularity	407	1	5	3.26	1.1	Neutral	4
Total				3.58	0.95	Agree	

For Table 4.8, Descriptive statistics for short video marketing, the analysis results show that the average value of Impulse spending is 3.89, indicating that customers' opinions on Impulse spending are at the agree level, followed by Share and spread, emotional resonance, and Video popularity. The average values are 3.68, 3.50, and 3.26, respectively, indicating that customers' opinions on Share and spread, and Emotional resonance are at an agreed-upon level, followed by Video popularity. The mean value is 3.26, indicating that customers' opinions on Video popularity are neutral.

## 4.2 Inferential Statistics

### 4.2.1 The Demographic Factors Influence Customer Loyalty

Inferential statistics were employed to test the hypotheses at a statistical significance level of 0.05. The analysis evaluated the influence of the dependent variable on the independent variables under the following hypotheses.

**H1: Differences in demographic factors generate differences in customer loyalty.**

**H2: Differences in customer behavior generate differences in customer loyalty.**

### H3: Short video marketing impact on customer loyalty.

Part I: The difference in customer loyalty based on demographic factors.

#### H1a: The difference in customer loyalty based on gender

H0:  $\mu_1 = \mu_2$

H1:  $\mu_1 \neq \mu_2$

Part 1: Demographic differences generate variations in customer loyalty.

Table 4.9 The Analysis Results on the Gender Difference Influence on Customer Loyalty

Customer Loyalty	Gender	N	Mean	Std. Deviation	t-value	df	Sig.
	Male	196	1.7908	.71763	-2.353	405	.197
	Female	211	1.9621	.74864			

According to Table 4.9, the analysis results for the impact of gender difference on customer loyalty were based on a significance level of 0.05 for the t-test. This study found that gender ( $t(407) = -2.353$ ,  $p = 0.197$ ) had no significant effect on customer loyalty.

#### H1b: The difference in customer loyalty based on age.

H0:  $\mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5 = \mu_6$

H1:  $\mu_i \neq \mu_j$  at last one Pair

Table 4.10 Analysis of Results on the Influence of Age Difference on Customer Loyalty

	Sum of Squares	Age		F	Sig.
		df	Mean Square		
Between Groups	2.499	5	0.500	0.917	0.470
With Groups	218.601	401	0.545		
Total	221.101	406			

According to Table 4.10, the analysis results on the influence of age

differences on customer loyalty using a One-way ANOVA significance level of 0.05. This study found that age ( $F = 0.917$ ,  $p = 0.470$ ) had no significant difference in customer loyalty.

**H1c: The difference in customer loyalty based on Nationality.**

$$H_0: \mu_1 = \mu_2 = \mu_3$$

$$H_i: \mu_i \neq \mu_j \text{ at last one Pair}$$

$$i \neq j$$

Table 4.11 Analysis Results on the Influence of Nationality Differences on Customer Loyalty

	Nationality				
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.120	2	.060	.110	.896
With Groups	220.980	404	.547		
Total	221.101	406			

According to Table 4.11, the analysis results on the influence of nationality differences on customer loyalty employed a One-Way ANOVA with a significance level of 0.05. This study found that Nationality ( $F = 0.110$ ,  $p = 0.896$ ) had no significant difference in customer loyalty.

**H1d: The difference in customer loyalty based on Hometown**

$$H_0 : \mu_1 = \mu_2 = \mu_3$$

$$H_i: \mu_i \neq \mu_j \text{ at last one Pair}$$

$$i \neq j$$

Table 4.12 Analysis Results on the Hometown Difference's Influence on Customer Loyalty

	Hometown				
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.870	2	.935	1.723	.180
With Groups	219.231	404	.543		
Total	221.101	406			

According to Table 4.12, the analysis results on the influence of hometown differences on customer loyalty using a One-way ANOVA significance level of 0.05. This study found that Hometown ( $F = 1.723$ ,  $p = 0.180$ ) had no significant difference in customer loyalty.

#### **H1e: The difference in customer loyalty based on Occupation**

$$H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5$$

$$H_i: \mu_i \neq \mu_j \text{ at last one Pair}$$

$$i \neq j$$

Table 4.13 Analysis Results on the Influence of Occupational Difference on Customer Loyalty

	Occupation				
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.127	4	5.042	2.821	.039*
With Groups	720.298	402	1.787		
Total	735.425	406			

According to Table 4.13, the analysis results on the influence of occupation differences on customer loyalty employed a One-Way ANOVA with a significance level of 0.05. This study found that Occupation ( $F = 2.821$ ,  $p = 0.039$ ) had a significant difference in customer loyalty.

Table 4.14 Difference in Customer Loyalty Based on Occupation

Occupation Group	Group J					
	Group J	A: White-Collar	B: Blue Collar	C: Freelancer	D: Civil Cervant	E: Entrepreneur
Group I		1.9688	2.1053	1.9000	1.7703	1.7921
A: White-collar	1.9688	-	-0.1365 (0.365)	0.0688 (0.540)	0.1985 (0.114)	0.1767 (0.133)
B: Blue collar	2.1053		-	0.2053 (0.131)	.335 (0.023) *	.3132 (0.026) *
C: Freelancer	1.9000			-	0.1297 (0.226)	0.1079 (0.269)
D: Civil servant	1.7703				-	-0.0218 (0.846)
E: Entrepreneur	1.7921					-

*\*The mean difference is significant at the 0.05 level.*

*Dependent Variable: customer loyalty*

According to Table 4.14, the results show significant differences in customer loyalty among the occupational groups. The mean value of the blue-collar group is higher than that of the civil servant and entrepreneur groups, with significant values of 0.023 and 0.026, respectively.

#### H1f: The difference in customer loyalty based on Education

$$H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5$$

$$H_i: \mu_i \neq \mu_j \text{ at last one Pair}$$

$$i \neq j$$

Table 4.15 Analysis Results on the Influence of Educational Differences on Customer Loyalty

	Education				
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.519	2	.259	.475	.622
With Groups	220.582	404	.546		
Total	221.101	406			

According to Table 4.15, the analysis results on the influence of education differences on customer loyalty using a One-way ANOVA significance level of 0.05. This study found that Education ( $F = 0.475$ ,  $p = 0.622$ ) had no significant difference in customer loyalty.

#### **H1g: The difference in customer loyalty based on Income**

$$H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4$$

$$H_i: \mu_i \neq \mu_j \text{ at last one Pair}$$

$$i \neq j$$

Table 4.16 The Analysis Results on the Income Difference Influence on Customer Loyalty

	Income				
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.472	4	.368	.674	.611
With Groups	219.629	402	.546		
Total	221.101	406			

According to Table 4.16, the analysis results on the influence of income differences on customer loyalty employed a One-Way ANOVA with a significance level of 0.05. This study found that Income ( $F = 0.674$ ,  $p = 0.611$ ) had no significant effect on customer loyalty.



Table 4.17 The Analysis Results on the Influence of the Buying Time Difference on Customer Loyalty

	<b>Buying Time</b>				
	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Between Groups	2.529	4	.843	1.357	.256
With Groups	250.341	402	.621		
Total	252.870	406			

According to Table 4.17, the analysis results on the influence of buying time differences on customer loyalty employed a One-Way ANOVA with a significance level of 0.05. This study found that buying time ( $F = 1.357$ ,  $p = 0.256$ ) had no significant effect on customer loyalty.

Table 4.18 Analysis Results on the Influence of the Buying Method on Customer Loyalty

	<b>Way to Buy</b>				
	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Between Groups	.391	2	.130	.201	.895
With Groups	260.872	404	.647		
Total	261.263	406			

According to Table 4.18, the analysis results on the influence of purchase differences on customer loyalty employed a One-Way ANOVA with a significance level of 0.05. This study found that the method of purchase ( $F = 0.201$ ,  $p = 0.895$ ) had no significant impact on customer loyalty.

Table 4.19 Analysis Results on the Difference in Time Per Month and Its Influence on Customer Loyalty.

<b>Times per Month</b>					
	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Between Groups	.877	2	.292	.452	.716
With Groups	260.327	404	.646		
Total	261.204	406			

From Table 4.19, the analysis results on the differences in Times per month and their influence on customer loyalty using a One-way ANOVA with a significance level of 0.05. This study found that the number of times per month ( $F = 0.452$ ,  $p = 0.716$ ) had no significant difference in customer loyalty.

Table 4.20 Analysis Results on the Influence of Payment Method Difference on Customer Loyalty

<b>Payment Method</b>					
	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Between Groups	3.760	3	1.253	2.006	.113
With Groups	251.759	403	.625		
Total	255.518	406			

According to Table 4.20, the analysis results indicate that the differences in payment methods have a significant influence on customer loyalty, as determined by a one-way ANOVA with a significance level of 0.05. This study found that the payment method ( $F = 2.006$ ,  $p = 0.113$ ) had no significant difference in customer loyalty.

Table 4.21 Analysis Results on the Video Marketing App's Influence on Customer Loyalty

<b>Video Marketing App</b>					
	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Between Groups	3.999	2	1.333	2.105	.099
With Groups	255.264	404	.633		
Total	259.263	406			

According to Table 4.21, the analysis results on the influence of video marketing app differences on customer loyalty employed a One-Way ANOVA with a significance level of 0.05. This study found that the video marketing app ( $F = 2.105$ ,  $p = 0.099$ ) had no significant difference in customer loyalty.

Table 4.22 The Analysis Results on the Influence of the Reasons for Care Difference on Customer Loyalty

<b>Reasons for Care</b>					
	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Between Groups	2.529	3	.843	1.357	.256
With Groups	250.341	403	.621		
Total	252.870	406			

According to Table 4.22, the analysis results on the influence of Reasons for care differences on customer loyalty employed a One-Way ANOVA with a significance level of 0.05. This study found that the reason for care ( $F = 1.357$ ,  $p = 0.256$ ) had no significant impact on customer loyalty.

Table 4.23 The Analysis Results on the Reasons for the Buy Difference Influence on Customer Loyalty

	Reasons for Buying				
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.011	3	1.337	2.124	.097
With Groups	253.654	403	.629		
Total	257.666	406			

According to Table 4.23, the analysis results on the influence of Reasons for Buy differences on customer loyalty using a One-way ANOVA significance level of 0.05. This study found that the reason for buying ( $F = 2.124$ ,  $p = 0.097$ ) had no significant difference in customer loyalty.

Part II: Short video marketing impact on customer loyalty.

In Hypothesis 3,  $Y$  = customer loyalty, and  $X_1$ ,  $X_2$ ,  $X_3$ ,  $X_4$  represent emotional resonance, Share and spread, Impulse spending, and Video popularity.

#### 4.2.3 Short Video Marketing Impact on Customer Loyalty

Table 4.24 Summary of the Model of Short Video Marketing Influences on Customer Loyalty

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.402 <sup>a</sup>	.341	.313	.68173

a. Predictors: (Constant), Emotional resonance, Share and spread, Impulse spending, Video popularity

According to Table 4.24, the analysis results indicate that short video marketing has a significant influence on customer loyalty, with a multiple correlation coefficient ( $R$ ) of 0.402. The ability to predict the analytical equation is 31.3% at a statistically significant level of 0.05; the predictive analysis equation's capability is 31.3%.

Table 4.25 Multiple Linear Regression on Short Video Marketing Factors

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.189	.173		6.871	.000
Emotional resonance	.001	.044	.001	.020	.984
Share and spread	.241	.073	.267	3.071	.003
Impulse spending	.250	.081	.282	3.084	.002
Video popularity	.126	.068	.150	1.835	.004

*A Dependent Variable: Customer Loyalty*

Equation 1:

$$Y = 1.189 + .001X_1 + 0.241X_2 + 0.250X_3 + 0.126X_4$$

(0.000\*) (0.984) (0.003\*) (0.002\*) (0.004\*)

FOR

Y= Customer loyalty

X<sub>1</sub>=Emotional resonance, X<sub>2</sub>=Share and spread, X<sub>3</sub>=Impulse spending, X<sub>4</sub>=Video popularity,

It can be inferred from the Standardized coefficients. Impulse spending is the most significant variable influencing customer loyalty, with a regression coefficient of approximately 0.282. This is followed by Emotional resonance, Share and spread, and Video popularity, with coefficients of 0.267, 0.150, and 0.150, respectively.

Table 4.26 Summary Result on Hypothesis 1

Demographic	Customer Loyalty
Age	-
Nationality	-
Hometown	-
Gender	-
Occupation	√
Education	-
Income	-

- The mean difference has a significant value more than the level of 0.05.

√ The mean difference has a significant value less than 0.05.

From Table 4.16, This study found that gender ( $t(407) = -2.353$ ,  $P = 0.197$ ), age ( $F = 0.917$ ,  $P = 0.470$ ), nationality ( $F = 0.110$ ,  $P = 0.896$ ), hometown ( $F = 1.723$ ,  $P = 0.180$ ), educational ( $F = 0.475$ ,  $P = 0.622$ ) and income ( $F = 0.674$ ,  $P = 0.611$ ) had no significant influence on customer loyalty. However, occupation ( $F = 2.821$ ,  $P = 0.039$ ) had a significant impact on customer loyalty.

Table 4.27 Summary Result on Hypothesis 2

Customer Behavior	Customer Loyalty
Buying time	-
Way to buy	-
Times per month	-
Payment method	-
Video marketing app	-
Reasons for care	-
Reasons for buying	-
- The mean difference has a significant value more than the level of 0.05.	
√ The mean difference has a significant value less than 0.05.	

From Table 4.17-Table 4.23, this study found that buying time( $F = 1.357$ ,  $\text{Sig.} = 0.256$ ), way to buy( $F = 0.201$ ,  $\text{Sig.} = 0.895$ ), times per months ( $F = 0.452$ ,  $\text{Sig.} = 0.716$ ), payment method( $F = 2.006$ ,  $\text{Sig.} = 0.113$ ), video marketing app( $F = 2.105$ ,  $\text{Sig.} = 0.099$ ), reasons for care ( $F = 1.357$ ,  $\text{Sig.} = 0.256$ ) and reasons for buy ( $F = 2.124$ ,  $\text{Sig.} = 0.097$ ) had no significant impact on customer loyalty.

Table 4.28 Summary Result on Hypothesis 3

Short Video Marketing	Customer Loyalty
Emotional resonance	-
Share and spread	√
Impulse spending	√
Video popularity	√
- The mean difference has a significant value more than the level of 0.05.	
√ The mean difference has a significant value less than 0.05.	

According to Table 4.25, this study found That Share and spread (Beta = - 0.257, Sig. = 0.03), Video popularity (Beta = 0.150, Sig. = 0.04), and Impulse spending (Beta = 0.282, Sig. = 0.002) had a significant impact on customer loyalty.

Table 4.29 Summary Result on Hypothesis 3 on Equation

Revisit Intention	Forecasting Equations
	$Y = 1.189 + .001X1 + 0.241X2 + 0.250X3 + 0.126X4$ <p>(0.000*) (0.984) (0.003*) (0.002*) (0.004*)</p>

*Y= Customer loyalty*

*X1=Emotional resonance, X2=Share and spread, X3=Impulse spending, X4=Video popularity*





## **CHAPTER V**

### **CONCLUSION**

The objective of this study is to investigate the factors that influence customer loyalty among ethnic minority consumers of clothing. According to the analysis result from chapter 4, this chapter is divided into 4 parts:

- 5.1 Conclusion
- 5.2 Discussion
- 5.3 Recommendation for Ethnic Clothing Customers
- 5.4 Recommendation for Future Research

#### **5.1 Conclusion**

##### **5.1.1 Demographic Factors**

The demographic factors of the respondents indicate a diverse sample for this project. According to the analysis in Table 4.1, the demographic analysis includes the respondents' age, nationality, hometown, gender, occupation, education, and income. The most representative age group is 25-34 years old, accounting for 24.82% of the total sample. The majority of respondents are from the Dai ethnic group, accounting for 35.13%. Geographically speaking, the sample is widely distributed in Kunming, Honghe, and Xishuangbanna, with Honghe having the highest number of respondents at 36.85%. In terms of gender, the majority are female, accounting for 51.84%. In terms of occupation, the proportion of freelancers among the respondents is the highest, at 31.94%. The respondents' education level is relatively high, with the majority having received higher education, accounting for 47.17%. In terms of income, the middle-income group (earning between \$4,000 and \$6,000 per month) constitutes the largest portion of the sample, accounting for 34.15%. This study found that gender

( $t(407) = -2.353$ ,  $P = 0.197$ ), age ( $F = 0.917$ ,  $P = 0.470$ ), nationality ( $F = 0.110$ ,  $P = 0.896$ ), hometown ( $F = 1.723$ ,  $P = 0.180$ ), education ( $F = 1.723$ ,  $P = 0.180$ ) and income ( $F = 0.674$ ,  $P = 0.611$ ) have no significant impact on customer loyalty, however occupation ( $F = 2.821$ ,  $P = 0.039$ ), had significant impact on customer loyalty. The LSD approach is used to examine the impact of occupation on customer loyalty specifically.

### 5.1.2 Customer Behavior

The results found that the majority of purchases occur at night, with 40.29% of respondents indicating this as their preferred time. Preferred Shopping Method: Online shopping is the preferred method, with 44.96% of the sample opting for this option. Monthly Spending Time: The most common time spent shopping per month is 2 hours, chosen by 40.79% of respondents. Payment Method\*: WeChat is the dominant payment method, used by 48.40% of the sample, followed by Alipay at 40.29%. Short Video Marketing App Usage: Xiao Hong Shu is the most popular platform for short video marketing, with 55.04% of the sample using it for customer loyalty. Reasons for Caring About Minority Clothing: Economic factors are the primary concern for 41.28% of respondents. Reasons for Purchasing Minority Clothing: Price is the leading factor influencing customer loyalty, with 27.76% of respondents citing it as their primary consideration, surpassing other factors such as brand image and marketing channels.

As shown in Table 4.27, the analysis results indicate that there is no significant difference in customer loyalty based on various customer behavior factors, including buying time, purchase method, frequency of purchase per month, payment method, use of video marketing apps, reasons for care, and reasons for purchase. This suggests that while these factors may influence individual purchasing decisions, they do not significantly impact overall loyalty to ethnic minority clothing brands. Businesses need to recognize that customer loyalty is a multifaceted construct influenced by numerous factors, and no single behavior pattern can determine a customer's loyalty in isolation. The non-significant findings for these factors could also

imply that other unmeasured variables, such as personal values, cultural identification, or emotional connections to the brand, might play a more significant role in shaping customer loyalty. Therefore, a holistic approach that considers a broader range of customer interactions and experiences with the brand is necessary to foster and maintain loyalty in the ethnic minority clothing market.

### **5.1.3 Short Video Marketing**

The role of short video marketing in shaping customer loyalty was examined, with emotional resonance, share and spread, impulse spending, and video popularity as key components. The multiple linear regression analysis indicated that emotional resonance did not significantly impact customer loyalty; however, impulse spending, video popularity, and share and spread did have a notable effect on customer loyalty. The standardized coefficients revealed that impulse spending was the most impactful factor on customer loyalty.

## **5.2 Discussion**

### **5.2.1 Demographic Factors**

In the context of demographic factors and their influence on customer loyalty, our study's findings indicate that certain demographic elements such as age, gender, nationality, hometown, education, and income do not significantly impact customer loyalty towards ethnic minority clothing. However, occupation was found to have a significant influence, which contrasts with some existing literature.

Our research scope aligns with recent studies that have investigated the role of demographic factors in shaping consumer loyalty. For instance, a study by Liu-Thompson et al. (2022), which examined customer loyalty in service industries, found that service provider factors had the most potent effects on loyalty. This finding is somewhat consistent with our results, which indicate that occupation, a service-related factor, has a significant impact on customer loyalty.

In comparison, a study by Salminen et al. (2020) on short video marketing and purchase intention found that gender and age were significant demographic factors influencing consumer behavior. This differs from these results, where these factors did not significantly impact loyalty towards ethnic minority clothing. The discrepancy may be attributed to the different product categories and cultural contexts studied.

Another relevant study by Wang et al. (2021) focused on digital influencers and their impact on purchase intentions, noting that demographic factors play a role in how consumers respond to influencer marketing. This study supports the notion that demographic factors can influence consumer behavior in the digital space, which is relevant to our investigation of the impact of short video marketing on loyalty among ethnic minority clothing consumers.

In conclusion, while our study found occupation to be a significant demographic factor influencing loyalty to ethnic minority clothing, other factors, such as age and gender, did not exhibit the same impact. This contrasts with some recent research that found these factors to be influential in different contexts. The varying results underscore the complexity of demographic influences on consumer loyalty, suggesting that further research is needed to fully understand these dynamics, especially within the niche market of ethnic minority clothing.

### **5.2.2 Customer Behavior**

In recent years, research on consumer behavior has gained increasing attention, especially against the backdrop of rapid development in short video marketing and e-commerce:

Zhou et al. (2021) investigated the impact of short video platforms on consumer purchasing decisions and found that the quality and interactivity of short video content significantly affect consumer purchase intentions. The study highlighted the significance of short videos in influencing consumer behavior, particularly among young consumers.

Li and Wang (2022) investigated the impact of social media marketing on

consumer purchasing behavior, finding that consumer purchase intentions increase significantly after viewing short video advertisements. The study also found that emotional resonance and social influence are key factors driving purchase decisions.

Chen et al. (2023) analyzed consumer shopping behavior on short video platforms, pointing out a significant association between consumer shopping time, payment methods, and brand loyalty. The study suggests that consumer habits on short video platforms differ significantly from traditional shopping methods.

Regarding consumer behavior, research has shown that factors such as the time of purchase, shopping method, monthly consumption time, payment method, use of short video marketing apps, and reasons for caring about and purchasing ethnic minority clothing have no significant effect on consumer loyalty. Contrary to the findings of the American Psychological Association (2022), customer behavior has a significant impact on the loyalty of ethnic minority clothing customers, indicating that customer behavior and short video marketing have a positive effect on increasing customer loyalty to ethnic minority clothing in China.

By comparing these studies, we can see that while our studies show no significant impact of consumer behavior (such as shopping time, shopping methods, and payment methods) on customer loyalty, other studies emphasize the importance of video content quality, emotional resonance, and social influence. This indicates that consumer behavior on short video platforms may be more complex, influenced by a variety of factors.

Our study focuses specifically on China's ethnic minority clothing market, particularly consumer behavior in Kunming, Honghe, and Xishuangbanna. The aforementioned studies, while also involving short videos and consumer behavior, may not focus on specific cultural or market segments. Therefore, although the research themes are similar, our study has uniqueness in terms of geographical and cultural context.

In summary, while our research shares consistency with other studies in

terms of themes, it offers more profound insights, particularly in consumer behavior related to ethnic minority clothing, due to its unique focus on a specific cultural market. This uniqueness allows our study to offer more targeted recommendations and practical guidance for the relevant field.

### **5.2.3 Short Video Marketing**

Regarding short video marketing, research has shown that among emotional resonance, share and spread, impulse spending, and video popularity, only impulse spending and video popularity have a significant impact on consumer loyalty. This finding is inconsistent with Li et al. (2020), who proposed the theory of emotional resonance, which suggests that when content or experiences resonate with an individual's emotions, values, beliefs, or personal experiences, it triggers strong emotional reactions, affecting purchasing decisions and loyalty. Friedkin (1998) proposed the theory of social influence, which suggests that comments, sharing, and dissemination can influence consumers' loyalty to a brand or service. Among them, it can be concluded that a discrepancy exists between the research viewpoint and the results, as the research findings indicate that emotional resonance has no significant impact on consumer loyalty, which is inconsistent with the theoretical prediction made by Li et al. (2020).

Meng et al. (2024) conducted a study that identified five key content characteristics of short video advertising through a combination of qualitative and quantitative analysis: credibility, professionalism, attractiveness, authenticity, and brand heritage, and examined their impact on product sales. The study found that credibility, professionalism, and attractiveness are positively correlated with consumer purchasing behavior, while authenticity and brand heritage have a U-shaped impact on consumer purchasing behavior. This finding is consistent with our research results regarding the positive impact of credibility, professionalism, and attractiveness on consumer purchasing behavior; however, there are differences in the impact of authenticity and brand heritage.



Naeem (2021) investigated how social media served as a form of social proof during the COVID-19 pandemic, influencing consumer stockpiling behavior. This study highlights the role of social media in shaping consumer behavior, which is somewhat relevant to our study, which focuses on the impact of short video marketing on consumer loyalty; however, the research focus and scope differ.

Wang (2022) examined the influence of short videos on consumers' purchase decision-making processes. This study is more closely aligned with our research in terms of scope, as both focus on the impact of short video marketing on consumer behavior. However, Wang's study is more focused on the purchase decision mechanism, whereas our study is more concerned with consumer loyalty.

Yang and Tang (2019) researched the business model of short video e-commerce in China. This study provides the context for short video marketing applications in e-commerce, which overlaps with our research scope to some extent. However, our study focuses more specifically on the impact of short video marketing on the loyalty of ethnic minority clothing consumers.

Zhang (2020) studied the improvement paths of short video brand marketing effects. This study is related to our research in that it evaluates the effects of short video marketing. However, Zhang's research focuses more on enhancing brand marketing effects, whereas our study focuses more on consumer loyalty.

In summary, these studies from the past five years are somewhat consistent with our research in terms of focusing on the impact of short video marketing on consumer behavior. However, there are differences in specific research focuses and scopes. Our study focuses more specifically on the impact on the loyalty of ethnic minority clothing consumers. In contrast, other studies examine the impact of short video marketing from various perspectives, including purchase decision mechanisms and the effects of brand marketing. These comparisons enable us to gain a more comprehensive understanding of the role of short video marketing in various fields and consumer groups.



### **5.3 Implications for Practice**

The findings of this study on the impact of customer behavior and short video marketing on Chinese consumer loyalty towards ethnic minority clothing offer several practical implications for businesses in the ethnic clothing industry:

1. Although the study found that certain demographic factors, such as age, gender, nationality, hometown, income, and education, did not significantly influence customer loyalty, it is still crucial for businesses to understand the diversity within their customer base. This understanding can help tailor marketing strategies and ethnic minority clothing offerings to meet the specific needs and preferences of different demographic groups, particularly focusing on occupation, which has been shown to have a significant impact on customer loyalty.

2. The study highlights the importance of customer behavior in shaping customer loyalty. Businesses should analyze purchase patterns, preferred shopping methods, and engagement with short video marketing platforms to enhance the customer experience and foster customer loyalty. By understanding when, how, and why customers buy, companies can create targeted promotions and personalized shopping experiences.

3. The results revealed that impulse spending was the most significant variable in short video marketing, indicating that shop owners should prioritize this aspect in their marketing strategy.

### **5.4 Recommendation for Future Research**

Although this study provides an in-depth understanding of the factors that impact customer loyalty among ethnic minority clothing consumers, it still has some limitations. It provides the following directions for future research:

Expansion of sample diversity: The limited sample size of this study may affect the generality of the findings. Future studies may consider expanding the sample

size and including a wider range of geographic areas and demographic characteristics to improve the representativeness and general applicability of the findings.

Cross-cultural comparative research: Considering that there may be differences in consumer behavior under different cultural backgrounds, future research can explore the influence of different cultures on the loyalty of ethnic minority clothing consumers, as well as the acceptance and preference of consumers to ethnic minority cultures in different markets.

Long-term tracking of consumer behavior: This study focuses on consumer behavior at a specific point in time. Future research could use tracking studies to analyze changes in consumer behavior over time and how these changes affect loyalty to minority clothing.

Environmental Sustainability and Consumer Loyalty: With increasing consumer concern about environmental issues, future research could explore how corporate environmental sustainability practices affect consumer perceptions and loyalty to ethnic minority clothing brands.

A two-way ANOVA should be used to analyze customer behavior that may lead to different levels of Chinese customer loyalty for minority clothing ethics.

## 5.5 Limitation of the Study

Although this study provides an in-depth analysis of the factors that influence the loyalty of ethnic minority clothing consumers, some limitations may have implications for the interpretation and application of the findings:

Limited sample size: The sample studied primarily consisted of individuals from Kunming, Honghe, and XiShuangBanNa, China, and may not accurately represent the characteristics and behaviors of all ethnic minority clothing consumers. Therefore, the generalizability of the findings may be limited.

Time-sensitive: Research data is collected over a specific period, failing to

account for the impact of long-term trends and seasonal factors on consumer behavior.

Variable selection limitation: The study focused on factors such as consumer behavior and short video marketing; however, there may be other unconsidered factors, including sociocultural trends and personal values, that also impact consumer loyalty.



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## APPENDICES

### APPENDIX A: QUESTIONNAIRE

#### Part 1. The demographic factors

Please tick the correct option

1. Age:

What is your age?

- A. under 18
- B. 18-24 years old
- C. 25-34 years old
- D. 35-44 years old
- E. 45-54 years old
- F. Over 55 years old

2. Nationality:

What ethnicity/race do you belong to?

- A: The YI
- B: Hani ethnic group
- C: Dai ethnic group

3. Hometown:

What city/region is your hometown in?

- A: KunMing
- B: Honghe
- C: Xishuangbanna

4. Gender

- A: Male
- B: Female

5. Occupation

- A: White-collar
- B: Blue collar
- C: Freelancer
- D: Civil servant
- E: Entrepreneur

## 6. Education

- A: Uneducated
- B: Basic education
- C: Secondary education
- D: Higher education
- E: Postgraduate education

## 7. Income

- A: Low income (under 2000/M)
- B: Low - and middle-income(2000-4000/M)
- C: Middle income (4000-6000/M)
- D: High income (Over 6000/M)

## Part 2. Customer behavior

Please tick the correct option

### 1. What time do you usually buy clothes a day?

- A. In the morning
- B. In the afternoon
- C. In the evening
- D. At night

### 2. What is your preferred method for purchasing clothing?

- A. Online
- B. In Short video marketing
- C. Web store

### 3. How many times do you spend per month?

- A. 1 hour
- B. 2 hours
- C. 3 hours
- D. More than 3 hours

### 4. What payment method do you often use?

- A. By cash
- B. By Ali Pay
- C. By WeChat
- D. Another way

5. Which Short video marketing app do you use to buy things?

- A. TikTok
- B. KuaiShou
- C. XiaoHongShu

6. Social Factor

Which of the following reasons do you care about minority clothing?

- A: Culture (values, cultural traditions, religion, ethnicity)
- B: political
- C: economy
- D: Legal environment

7. Marketing Factor

Which of the following reasons would you buy minority clothing?

- A: Product brand image
- B: Price
- C: Sales promotion
- D: Marketing channel

### Part 3: Short video marketing

Please mark ✓ on the item suited to you (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

Item	Factor	Agreement Level				
		1	2	3	4	5
Emotional resonance	Do you buy products because you see something familiar?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Would you buy a product you once owned but lost?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Do you buy products you once loved?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Share and spread	Would you buy a product based on a friend's recommendation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Would you buy a product based on a short video marketing recommendation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Would you buy a product based on a recommendation from a vlogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Impulse	Do you buy products on impulse?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Item	Factor	Agreement Level				
		1	2	3	4	5
spending	Would you buy a product just because it looks good, without considering its performance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Would you buy a product because you like a vlogger, even if you do not consider the product's performance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Will you buy the product because the promotional video has many recommendations?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video popularity	Will you buy the product because of the recommendations from many people?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Would you buy a product because the blogger selling it has a large following?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### Part 4: Customer Loyalty

Please rate the items that apply to you (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree).

Item	Factor	Agreement Level				
		1	2	3	4	5
Customer Loyalty	You love to share information about shopping with short video marketing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	You will buy the ethnic minority clothing through short video marketing again.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	You will repurchase it even if you have an unsatisfying experience with short video marketing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Based on your behavior, you will buy ethnic minority clothing once a year.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	You would go to the same short video marketing platform store to buy different ethnic clothes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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