

The Influence of Short Video Content on The Consumption Behavior of College Students

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Abstract—Under the new media environment, the short video e-commerce model is popular, and the e-commerce economy has brought a lot of convenience to college students, but also affected their consumption behavior to a certain extent. This paper studies the influence of short video content on college students' consumption willingness and behavior by means of literature review and questionnaire survey. Through regression analysis, the following results are obtained: college students' individual needs, commodity attributes, video creators and short video experience on their consumption behavior A significant positive correlation was found. Therefore, college students should improve their ability to discriminate and purchase products rationally. Video creators should abide by professional ethics. Businesses and enterprises should also improve the quality of short videos and products, so as to jointly promote the sound development of the e-commerce economy and guide the healthy economic consumption behavior of college students.

Keywords- Short video content; Short video e-commerce; College students; Economic consumption behavior

1. INTRODUCTION

The 49th "China Internet Development Statistical Report" shows that as of December 2021, the number of netizens in China reached 1.032 billion, an increase of 42.96 million compared with December 2020, and the Internet penetration rate reached 73.0%. Among them, the number of online shopping users reached 842 million, an increase of 59.68 million compared with December 2020, accounting for 81.6% of the total netizens. Data from iMedia Research shows that the annual consumption scale of Chinese college students in 2022 will exceed 870 billion yuan, and the consumption potential is huge.

With the development of the Internet, the advancement of network technology and the popularization of intelligent terminals, in the new media environment, the integration of the Internet and short videos has become the latest way of current information dissemination, attracting a large number of users, and has become an indispensable part of people's lives. Short videos have quickly attracted the attention of college students due to their fragmentation, efficient dissemination and strong interaction. They have become the main audience of short videos. College students are more and more attached to short videos. The impact is also growing.

As a fast-growing mobile product in the 4G era, short video integrates social, e-commerce and other attributes and covers a wide range of people. Since its development, short video platforms have begun to spread to various fields. Beauty, funny, food, games, creativity and other fields have been Gradually mature, short video has become an important marketing channel for major

advertisers. Today, with the increasing cost of traffic, all the advantages of short videos can be summed up in the keyword "accurate traffic", which is just enough to become the second growth curve of e-commerce. Short videos with huge traffic and e-commerce that urgently need traffic form natural complementarity. Compared with the previous communication methods such as charts and texts, the "short video + e-commerce" model can display product information to consumers in detail in a short period of time, and more high-quality short videos can make consumers willing to consume and form consumption behavior. The "short video + e-commerce" model has changed the traditional marketing method. The huge consumption base and growing consumption power of college students make them not only important online shopping customers at present, but also potential customers in the future online shopping market. Through the recommendation of bloggers, advertisements delivered by merchants, live broadcasts, friend recommendations, etc., college students obtain product information from various aspects and channels, and influence consumption behavior^[1].

2. LITERATURE REVIEW

2.1 Research status

Short video originated in the United States. Viddy, founded in 2010, is the earliest short video application. In 2013, domestic applications such as Douyin, Kuaishou, Miaopai and Weishi were launched successively. With the continuous popularization of Internet infrastructure and the continuous growth of users' demand for fragmented content consumption, short videos occupy a highly concentrated position of traffic, and now they have developed into an industry with strong potential, and their status in the field of communication is becoming more and more obvious.

At present, there are relatively few studies on the consumption status of college students based on short videos in China. The literature mainly focuses on the impact of short videos on college students in various aspects. Chi Shoushao and Shao Lu (2019) started from short online videos to explore their influence on the consumption concept of college students, and put forward suggestions to help college students establish a correct consumption concept through short videos. Hu Qiliang and Su Bowen (2020) studied the influence mechanism of short videos under new media on college students' consumption behavior, and concluded that college students' monthly consumption expenditure, short video experience, and commodity attributes are positively correlated with college students' willingness to consume. Wang Ling and Xin Hui (2021) analyzed the factors that affect the consumption behavior of college students through in-depth interviews and research questionnaires., Commodity attributes are the main factors that promote short videos to influence college students' willingness to consume, and college students' consumption psychology produces specific irrational consumption behaviors through their effect on consumption willingness. Lu Xiaodie, Feng Xiawen (2021) and others analyzed the use and consumption of short videos by college students by investigating the current situation of college students' consumption behavior under short video marketing, and concluded that short video experience, commodity attributes and short video external environment drive. It is a specific influencing factor that affects college students' consumption willingness and behavior. Ding Heping and Guo Yuxia (2022) studied the mechanism by which Bilibili short videos affect college students' consumption behavior, comprehensive literature analysis and actual research, and concluded that college students' monthly consumption expenditure, Bilibili experience,

product characteristics, up the main personal influence has a significant positive correlation with consumption behavior.

2.2 Analysis of Influencing Factors

Based on the above research and analysis, short videos have an impact on college students' consumption willingness and behavior to a certain extent. The main influencing factors are: individual attributes of college students, commodity attributes and characteristics of short videos. The research methods are mostly focused on empirical analysis. In the research design of this paper, the analysis results of the literature are referenced, combined with specific survey data to preset relevant variables, and carry out empirical analysis, so as to explore the influencing factors of short video content on college students' consumption behavior, and propose that college students should improve their discrimination ability., buy commodities rationally, video creators standardize their professional ethics, spread the correct consumption concept, and provide reference value for the development of short video platforms and businesses .

3. DATA SOURCES AND SAMPLE DESCRIPTIONS

3.1 Data sources

Comprehensive use of literature analysis and actual research methods to construct a relationship model among college students' personal preferences, commodity attributes, video creators, short video experience and college students' consumption behavior to reflect the impact of mobile short videos on college students' consumption behavior.

assumptions of this relational model are:

- a) College students' personality needs are positively correlated with consumption behavior .
- b) Commodity attributes are positively correlated with college students' consumption behavior .
- c) The personal influence of video creators is positively correlated with the consumption behavior of college students.
- d) Short video experience is positively correlated with the consumption behavior of college students.

The independent variables of the items in the questionnaire are four influencing factors: "college student's personality preference", "commodity attributes", "video creator" and "short video experience", and the dependent variable is "consumption behavior". Among them, the individual needs of college students include personal preferences, the convenience of shopping, and emotional needs; product attributes include product satisfaction and cost performance, product fashion, and products meet personal needs; video creators include creator popularity, whether bloggers are authoritative. The blogger has strong business ability; short video experience: short video marketing, emotional attitude, behavioral attitude. According to the research objectives, a Likert scale is used to assign values to the relevant variables, 1, 2, 3, and 4 indicate the degree of approval, 1 indicates very disapproval, 2 indicates disapproval, 3 indicates approval, and 4 indicates very approval. See Table 1 for details.

Table 1 Variable Analysis

<i>Variables Category</i>		<i>Variable name</i>	<i>Variable Codes</i>	<i>Variable Description</i>	<i>Variable options and assignment</i>
Dependent variable		Consumer behaviour	Y	Amount spent as a result of short videos	1 for less than \$0, 2 for \$100~\$200, 3 for \$201~\$500, 4 for \$501~\$1000, 5 for more than \$1000
Independent variable	Need for individuality	Personal Preference	X ₁	Types of products that university students consume more by short videos	0 for not watching the genre, 1 for watching the genre
		Emotional needs	X ₂	Watch more short video content	
	Product Properties	Product satisfaction and value for money	X ₃	A great value for money purchase	1=no effect, 2=some effect, 3=very much effect
		The fashionability of the product	X ₄	Purchased Products Fashion	
		Products to meet individual needs	X ₅	Products purchased to meet individual needs	
	Video creators	Visibility of bloggers	X ₆	Video creators' visibility influences consumption behaviour	1=no effect, 2=some effect, 3=very much effect
		The authority of bloggers	X ₇	The blogger has authority in the field	
		Strong business skills for bloggers	X ₈	The blogger has the ability to carry the goods and promote the area for a long time	
	Short Video Experience	Short Video Marketing	X ₉	Short video buzz influences consumer behaviour	1=strongly disagree, 2=disagree, 3=agree, 4=strongly agree
		Emotional attitude	X ₁₀	Short video recommendations for products that meet your needs	
		Behavioural attitudes	X ₁₁	Behavioural attitudes of university students after purchasing products	

The research objects of the questionnaire distribution are college students in various places. The questionnaires are distributed and collected through the questionnaire star online, and a total of 212 valid questionnaires are collected.

3.2 Sample description

Using SPSS 24.0 software to analyze the data, it is concluded that in terms of gender ratio, boys account for 53.302% and girls account for 46.698%. The sample characteristics of the survey are shown in Table 2.

Table 2 Sample characteristics

<i>Characteristic variable</i>	<i>Logo name</i>	<i>Frequency</i>	<i>Percentage (%)</i>
Gender	Male	113	53.302
	Female	99	46.698
Grade	Freshman	15	7.075
	Sophomore	41	19.340
	Junior year	114	53.774
	Senior year and above	42	19.811
Living expenses	Below 1000 yuan	15	7.07
	1000-1500 yuan	75	35.377
	1500-2000 yuan	76	35.849
	More than 2000 yuan	46	21.698

By using SPSS 24.0 software to analyze the reliability and validity of the questionnaire, the Cronbach's value was 0.842, which was greater than 0.8, indicating that the statistical data of the questionnaire was relatively reliable. Through the validity analysis of KMO and Bartlett test, the KMO value is 0.728, the validity of the questionnaire is high, and it is suitable for factor analysis. The P value of the Bartlett test result is less than 0.05, and the questionnaire is considered valid.

According to the survey results on the types of mobile short videos watched by college students, the proportion of college students watching food sharing on short videos is the highest, 44.81%, followed by daily records and store visits, accounting for 42.45% and 41.04%, respectively. Watching good things is recommended. And games accounted for 35.85% and 34.91%, respectively, while watching beauty care and others accounted for less, 24.53% and 8.95%. See Table 3 for details.

Table 3 The proportion of short video types watched by college students

<i>Watch video type</i>	<i>Proportion (%)</i>
Food sharing	44.81
Record daily	42.45
Check out the store	41.04
Good things to recommend	35.85
Games	34.91
Beauty care	24.53
Other	8.95

According to the results of the types of products that college students consume more under the influence of short videos, the proportion of college students who choose to buy clothing and food and alcohol is the highest, accounting for 54.25 % and 44.34% respectively, followed by trendy shoes and boots, beauty makeup and personal care. And daily cleaning and care, accounted for 36.79%, 35.38% and 32.55% respectively, while purchasing books, film, entertainment and others accounted for a smaller proportion, accounting for 23.58% and 5.88%. See Table 4 for details [2].

Table 4 Proportion of the types of goods purchased by college students

<i>Consumer product type</i>	<i>Proportion (%)</i>
Clothing	54.25
Food and alcohol	44.34
Trendy shoes	36.79
Beauty care _	35.38
Daily care	32.55
Book and film entertainment	23.58
Other	5.88

4. EMPIRICAL ANALYSIS

According to the relationship model of short videos on the influencing factors of college students' consumption behavior, a multiple linear regression model is constructed, as shown in formula 1.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_i X_i + u$$

$$(i = 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11) (1)$$

this relational model, Y is the dependent variable, representing consumption behavior, and X 1 to X 11 are independent variables, representing college students' personal preferences, emotional needs, product satisfaction and cost-effectiveness, product fashion, and product satisfaction with personal needs, Blogger popularity, blogger authority, blogger business ability, short video marketing, emotional attitude, behavioral attitude, β_i ($i = 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11$) represents the standardization coefficient, which shows the degree of influence of the independent variable on the dependent variable, and u is the random interference item. Regression analysis was performed by SPSS 24.0 software, β_i was a positive value, and the larger the value, the greater the influence of the independent variable on the dependent variable. Probability $P = 0.05$ with a significance level of 0.000 or less, indicating a significant positive correlation between the dependent and independent variables.

4.1 The Influence of College Students' Personality Needs on Consumption Behavior

1) Personal preferences

According to SPSS 24.0 software for descriptive analysis, the standard deviation of consumption behavior is 0.969, the average of college students' personal preference is 0.658, and the standard deviation of college students' personal preference is 0.724, see Table 5.

The positive value of the standardization coefficient and the larger the value, the more significant positive correlation between the dependent variable and the independent variable. The B value is 0.174, and the significance level is 0.023, showing a significant positive correlation. The correlation regression coefficient is shown in Table 6. It shows that college students will generate consumption behavior according to their own personal preferences.

2) Emotional needs

College students' emotional needs is 0.796, and the standard deviation of college students' emotional needs is 0.831, see Table 5. The B value is 0.358 and the significance level is 0.012, showing a significant positive correlation. The correlation regression coefficient is shown in Table 6. College students will generate consumption behaviors according to their own emotional needs. The more short videos they watch, the more likely they will have consumption behaviors for which type of products ^[3].

Table 5 The Influence of College Students' Personality Needs on Consumption Behavior

<i>Variable</i>	<i>Average value</i>	<i>Standard deviation</i>	<i>Number of samples</i>
Consuming behavior	2.467	0.915	212
Personal preference	0.658	0.724	212
Emotional needs	0.796	0.831	212

Table 6 Regression Analysis of College Students' Personality Needs on Consumption Behavior

<i>Model</i>	<i>Unstandardized coefficients</i>		<i>Standardized coefficient</i>	<i>T</i>	<i>Salience</i>
	B	Standard error	Beta		
(constant)	-2.318	0.104		-4.251	.000
Personal preference	0.174	0.032	0.128	2.249	.023
Emotional needs	0.358	0.125	0.195	2.867	.012

4.2 Influence of commodity attributes on consumer behavior

1) Product Satisfaction

According to SPSS 24.0 software for descriptive analysis, the standard deviation of consumption behavior is 0.733, the average of product satisfaction is 2.410, and the standard deviation of product satisfaction is 0.733, see Table 7. The B value is 0.323, and the significance level is 0.000, showing a significant positive correlation. The correlation regression coefficient is shown in Table 8. According to the theory of customer purchase behavior, after college students purchase a product, if the product has a good user experience and is highly satisfied with the product, the post-purchase evaluation will be higher, and the loyalty to the product and brand will increase, thereby generating purchase intention again.

2) Fashion degree of products

The average value of product fashion degree is 1.958, and the standard deviation of product fashion degree is 0.710, see Table 7. The B value is 0.097 and the significance level is 0.034,

showing a significant positive correlation. The correlation regression coefficient is shown in Table 8. Due to the unique consumer psychology of college students, who like novel things and want to show themselves in front of others, college students have certain requirements on the fashion level of products, so they will consume some more fashionable products.

3) The degree to which the product meets individual needs

The average value of the degree to which the product meets personal needs is 2.406, and the standard deviation of the degree to which the product meets personal needs is 0.751, see Table 7. The B value is 0.180, and the significance level is 0.009, showing a significant positive correlation. The correlation regression coefficient is shown in Table 8 . All products have certain functions, and college students will choose the corresponding products according to their life and emotional needs, and they will often choose the products that best suit their needs. Therefore, the more the products meet the actual needs of college students, the more likely college students will have consumption behaviors.

Table 7 Influence of commodity attributes on consumer behavior

<i>Variable</i>	<i>Average value</i>	<i>Standard deviation</i>	<i>Number of samples</i>
Consuming behavior	2.467	0.915	212
Product satisfaction	2.410	0.733	212
Product fashion	1.958	0.710	212
The degree to which the product meets individual needs	2.406	0.751	212

Table 8 Regression Analysis of Commodity Attributes on Consumption Behavior

<i>Model</i>	<i>Unstandardized coefficients</i>		<i>Standardized coefficient</i>	<i>T</i>	<i>Salience</i>
	B	Standard error	Beta		
(constant)	-0.24	0.096		-3.297	.000
Product satisfaction	0.323	0.032	0.243	8.432	.000
The fashion of the product	0.097	0.072	0.129	1.987	.034
The degree to which the product meets individual needs	0.180	0.047	0.138	2.923	.009

4.3 The influence of video creators on consumption behavior

1) Blogger popularity

According to SPSS 24.0 software for descriptive analysis, the standard deviation of consumer behavior is 0.733, the average of blogger popularity is 2.750, and the standard deviation of blogger popularity is 0.723, see Table 9. The B value is 0.136 and the significance level is 0.030, showing a significant positive correlation. The correlation regression coefficient is shown in Table 10. As we all know, celebrities and internet celebrities have a lot of traffic, which can

attract more people's attention in a short period of time. Many college students have a sense of admiration for these bloggers, so they will be more interested in the products recommended by these internet celebrities and celebrities. the more.

2) Blogger authority

The mean of blogger authority is 2.896, and the standard deviation of blogger authority is 0.829, see Table 9. The B value is 0.247, and the significance level is 0.000, showing a significant positive correlation. The correlation regression coefficient is shown in Table 10 . If a person has been engaged in a certain industry for a long time, he must have a deep understanding of the industry. He is very discerning about products in this industry and can easily pick out some good ones. Therefore, the more authoritative a blogger is in a certain field, the more likely college students are to consume the products it recommends.

3) Business Capability of Bloggers

The average value of blogger's business ability is 2.810, and the standard deviation of blogger 's business ability is 0.694, see Table 9. The B value is 0.201, and the significance level is 0.000, showing a significant positive correlation. The correlation regression coefficient is shown in Table 10. The stronger the business ability of the blogger, the more likely it is to attract people's hearts. Therefore, the stronger the business ability of bloggers, the more consumer behavior of college students ^[5].

Table 9 The influence of video creators on consumer behavior

<i>Variable</i>	<i>Average value</i>	<i>Standard deviation</i>	<i>Number of samples</i>
Consuming behavior	2.467	0.915	212
Blogger popularity	2.750	0.723	212
The authority of the blogger	2.896	0.829	212
Blogger's business ability	2.810	0.694	212

Table 10 Regression analysis of video creators' consumption behavior

<i>Model</i>	<i>Unstandardized coefficients</i>		<i>Standardized coefficient</i>	<i>T</i>	<i>Salience</i>
	B	Standard error	Beta		
(constant)	-2.634	0.087		- 9.937 _	.000
Blogger popularity	0.136	0.092	0.162	2.637	.030
The authority of the blogger	0.247	0.076	0.265	4.289	.000
Blogger's business ability	0.201	0.065	0.233	3.493	.000

4.4 The impact of short video experience on consumer behavior

1) Short Video Marketing

According to SPSS 24.0 software for descriptive analysis, the standard deviation of consumer behavior is 0.969, the average of short video marketing is 3.248, and the standard deviation of

short video marketing is 0.794, see Table 11. The B value is 0.143, and the significance level is 0.037, showing a significant positive correlation. The correlation regression coefficient is shown in Table 12. The more views and playbacks of short videos, the larger the base of viewers, and the more likely they will attract college students to consume; on the other hand, it is precisely because these videos can make people's eyes shine that the number of views and playbacks will increase. many. Therefore, the higher the quality of short video marketing, the more likely it is for college students to consume.

2) Emotional attitude

Affective attitude is 3.369, and the standard deviation of affective attitude is 0.618, see Table 11. The B value is 0.171 and the significance level is 0.021, showing a significant positive correlation. The correlation regression coefficient is shown in Table 12. Emotional attitude refers to the evaluation of some products by college students after purchasing them. The more positive the evaluation, the greater the possibility of repurchase.

3) Behavioural attitude

The mean value of behavioral attitude is 3.572, and the standard deviation of behavioral attitude is 0.724, see Table 11. The B value is 0.253, and the significance level is 0.006, showing a significant positive correlation. The correlation regression coefficient is shown in Table 12. Behavioral attitude refers to whether college students will recommend these products to their relatives and friends after using the purchased products. These relatives and friends may include their college classmates. If the behavioral attitude is positive, it will encourage more college students Consumption on these video platforms generates more consumption behaviors ^[4].

Table 11 The impact of short video experience on consumer behavior

<i>Variable</i>	<i>Average value</i>	<i>Standard deviation</i>	<i>Number of samples</i>
Consuming behavior	2.467	0.915	212
Short video marketing	3.248	0.794	212
Emotional attitude	3.369	0.618	212
Behavioral attitude	3.572	0.724	212

Table 12 Regression analysis of short video experience on consumer behavior

<i>Model</i>	<i>Unstandardized coefficients</i>		<i>Standardized coefficient</i>	<i>T</i>	<i>Salience</i>
	B	Standard error	Beta		
(constant)	-0.258	0.083		-5.685	.000
Short video marketing	0.143	0.082	0.102	1.963	.037
Emotional attitude	0.171	0.074	0.159	2.319	.021
Behavioral attitude	0.253	0.090	0.219	2.805	.006

5. RESEARCH CONCLUSIONS

Taking 212 college students as the survey object, through data analysis and literature review, the impact of short video content on college students' consumption behavior is multi-faceted, mainly affected by factors such as college students' individual needs, product attributes, video creators and short video experience. Among them, the emotional needs of college students and their satisfaction with the product have the most significant impact on consumer behavior, followed by the authoritative nature of video creators, and the third is the behavioral attitude of college students after purchasing the product. The four influencing factors of college students' individual needs, commodity attributes, video creators, and short video experience are significantly positively related to consumption behavior.

5.1 The influence of college students' personality needs on consumption behavior

Personality needs of college students are significantly positively correlated with consumption behavior. College students are not only followers of short videos but also consumers of short videos. They have diverse personalities, diverse hobbies, and different needs. Short video platforms spread social hotspots through video content, combined with current fashion trends and trends, accurately covering all kinds of Hobbies, attract college students to generate consumption. The purchase of commodities by contemporary college students is no longer a single pursuit of material enjoyment, but also has more expectations at the spiritual level, resulting in more emotional needs. Therefore, the more individual needs are met, the stronger the consumption behavior.

5.2 Influence of commodity attributes on consumer behavior

There is a significant positive correlation between commodity attributes and consumption behavior. The higher the price/performance ratio of the product, the higher the satisfaction of the students with the product, and the more fashionable the product is, the students will think that this product is more in line with their needs than other products, so the consumption behavior will be stronger. College students will make comparisons in many aspects when choosing products. The limited living expenses make them particularly cautious when choosing products, and they prefer to choose products with high cost performance and good reputation. The higher the product satisfaction and cost-effectiveness of short video recommendations, the more college students rely on the products recommended through short videos, and the stronger the resulting consumption behavior.

5.3 The influence of video creators on consumer behavior

Video creators are significantly positively correlated with consumption behavior. Video bloggers have huge traffic and huge influence on short video platforms. The authoritative nature and strong business ability of video creators enable college students and video creators to reach a consensus on a certain aspect and form a special trust relationship. In the choice of multi-party purchase channels, they will choose the channels they believe in. Buy. Therefore, the higher the popularity of the video creator, the stronger the ability to attract fans, and the more frequent the consumption behavior.

5.4 Impact of Short Video Experience on Consumer Behavior

Short video experience is significantly positively correlated with consumption behavior. The longer college students spend on short videos, the more they like to watch short videos, and their reliance on short videos is increasing. The short video platform calculates the products that college students may be interested in through big data algorithms, and pushes videos with corresponding product advertisements or evaluations to meet the individual needs and preferences of college students, making college students more and more satisfied with short videos. High, the user experience is getting better and better, and the consumption behavior is more frequent.

6. CONCLUSIONS

The influence of short video content on the consumption behavior of college students is manifested in many aspects, mainly the individual needs of college students, commodity attributes, video creators and short video experience. These factors are significantly and positively related to consumption behavior. With the advent of the era of people bringing goods, many businesses and enterprises have used short videos to achieve precise positioning and marketing cooperation. College students are the main audience of short video platforms, and short video content has an increasing impact on their consumption behavior. College students should understand the big data algorithm of the short video platform, improve their discrimination ability, and purchase products rationally. When video creators recommend products, they should choose products according to their own influence and professionalism, so that authenticity and professionalism coexist, and to spread correct values and consumption concepts. Businesses and enterprises should also improve the quality of short videos and products, combine the content of short videos with high-quality product information, and actively reflect the needs of college students, treat them differently, and meet the consumption needs of college students.

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