

Comparative Study on the Impact of Short Videos on Young Consumers' Purchasing Behavior in Hanoi and Taipei

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Short videos on social media have rapidly emerged as a powerful marketing tool for shaping consumer behavior. This comparative study investigates the impact of short videos on the purchasing behavior of young consumers (aged 18-35) in Hanoi and Taipei. Quantitative methods, including surveys, and experimental design, were employed in both cities, with a sample size of 200 respondents per location. Key influencing factors - including video content, product information, celebrity endorsement, viewer interaction, and perceived value - were systematically analyzed. The findings highlight both commonalities and contextual differences in how short videos influence purchasing behavior. This study offers practical implications for businesses and marketers targeting young consumers in Vietnam and Taiwan.

Keywords: short video, consumer behavior, Hanoi, Taipei, perceived value, celebrity endorsement, Gen Z, social media marketing

Introduction

With the explosion of digital content and the rise of platforms such as TikTok, Instagram, and YouTube Shorts, short videos have become a dominant format in modern marketing strategies. In Asia, particularly in Vietnam and Taiwan, young consumers are highly engaged in social media, making them prime targets for short video-based marketing. Despite the growing use of short videos, limited research compares consumer responses in different cultural and urban contexts. This study aims to fill that gap by exploring and comparing how short videos influence purchasing behavior among youth in Hanoi and Taipei.

The study sets out three objectives: (1) identify factors that influence purchasing behavior through short videos in both cities; (2) analyze similarities and differences in consumer responses; (3) provide strategic recommendations for marketers in each locale.

Literature Review

Theoretical Foundations

Kotler and Keller's (2007) five-stage consumer decision model outlines the process from need recognition to post-purchase behavior. However, scholars such as Nguyen (2025) argued that in the Asian context, the purchasing behavior may not immediately follow decision-making due to cultural and economic factors, warranting an adjusted model that includes a distinct "Purchase Behavior" stage.

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The Theory of Attention Economy suggests that human attention is a scarce resource; short videos, with their brevity and visual engagement, are well-positioned to capture this limited attention span (Sprout Social, 2022).

Kelman's Social Influence Theory and Dual Process Theory further explain how peripheral cues like celebrity endorsement or emotional resonance in videos can shape consumer choices, especially when cognitive effort is low.

Short Video Marketing

Short videos have become essential for social commerce due to their ability to convey concise messages, product features, and testimonials. According to Colormatics (2023), 72% of users prefer video content to text when learning about products.

Key Variables

Previous research identifies five primary variables influencing purchase behavior via short videos:

- Video content;
- Product information;
- Celebrity influence;
- Viewer interaction;
- Perceived value.

These variables were adopted in both studies conducted in Hanoi and Taipei.

Methodology

This comparative study employed a cross-sectional design. In both Hanoi and Taipei, a structured questionnaire was distributed to 200 respondents aged 18-35. The Taipei and Hanoi's study included an additional experimental element using a Downy product video. Both studies analyzed data using SPSS, including Cronbach's Alpha, Exploratory Factor Analysis (EFA), Pearson correlation, multiple regression, and ANOVA.

The target product category was daily consumer goods, relevant to young adults with independent spending capacity. Sampling used non-probability convenience methods, focusing on urban social media users.

Results and Discussion

Reliability and Validity

Cronbach's Alpha for all five constructs exceeded 0.7, confirming internal consistency. Exploratory Factor Analysis (EFA) validated the underlying structure in both samples.

Regression Analysis

Factor	Hanoi (Beta)	Taipei (Beta)
Video content	0.14	0.106 (H1 was rejected)
Product information	0.406	0.085 (H2 was rejected)
Celebrity influence	0.192	0.218
Viewer interaction	H4 was rejected	H4 was rejected
Perceived value	0.318	0.356

In both cities, perceived value had the strong influence. While Hanoi respondents were more influenced by detailed product information and celebrity endorsement, Taipei respondents placed greater weight on celebrity influence.

Demographic Differences

ANOVA results revealed that in Hanoi as well as in Taipei, there is no significant difference in purchasing behavior through short videos across different groups (gender; age; marriage; income; occupation; social media platform; frequency of social media) and purchasing behavior of young generation, except for the factor “frequency online shopping”, which affects purchasing behavior through short videos with the Taipei’s young generation.

Cultural Insights

In both cities, perceived value had the strong influence. While Hanoi respondents were more influenced by product information, celebrities, and emotional content, Taipei respondents placed greater weight on celebrities influence and did not care about product information as well as video content.

Attitude Change Based on the Experiment Results

The experimental component revealed a significant difference in attitude change before and after watching the short video. In Hanoi, the average score increased modestly from three to four, suggesting a moderate shift in perception. In contrast, Taipei respondents’ scores rose from one to three, indicating a stronger post-exposure impact.

This suggests that short videos have a greater power to alter skeptical or neutral attitudes in Taipei compared to Hanoi. The difference may reflect cultural variations in emotional receptiveness, media literacy, or trust in social media influencers. While Hanoi respondents were already moderately receptive, Taipei consumers - despite initial skepticism - displayed a more substantial positive shift after exposure to quality content.

Conclusion and Implications

Conclusion

Short video marketing effectively influences young consumers in both Hanoi and Taipei. While core drivers such as celebrities and perceived value are consistently impactful, regional differences highlight the importance of cultural and behavioral nuances.

The experimental results further revealed that attitude shifts among Taipei youth were more dramatic, underlining the unique responsiveness of this demographic to well-crafted short videos.

Marketing Implications

Marketers in Hanoi should focus on emotional storytelling and leverage celebrity endorsements. In Taipei, clarity of product information and interactive features should be prioritized. Personalized content, platform-specific strategies, and analytics-driven refinement are essential for success.

Limitations and Future Research

This study is limited to two urban populations and a single product category. Future research should explore rural-urban contrasts, longitudinal behavioral shifts, platform-specific effects, emotional vs. rational messaging effectiveness in different cultural groups.

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