The impact of evaluation video on social media on consumer behavior in China

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Abstract. Research on social media to evaluate whether and how videos affect users' consumption choices. This paper distributed three questionnaires on five different social media without difference, and collected 216 valid questionnaires. The result show that the higher the quality of evaluation videos, the higher people's trust in evaluation bloggers; Advertisements in evaluation videos will weaken users' trust in evaluation bloggers; Cheap product prices will make price-sensitive social media users have a strong influence on their consumption behavior; And the consumption behaviors of social media users can be guided by the targeted objective data of the evaluation videos, so as to generate consumption behaviors. The final conclusion is that evaluation videos can become a more trusted means of promotion among users on social media.

Keywords: evaluation video; social media; consumer behavior.

1   Introduction

With the development of the Internet in China, the number of netizens in China reached 854 million in 2019, and the Internet penetration rate exceeded 60% for the first time [1]. And in 2021, the online retail sales of physical goods in China exceeded 10 trillion yuan for the first time [2]. Internet sales in China have become a huge market and are likely to keep growing in the future. At present, the academia generally believes that eWOM is an important factor affecting Internet users' consumption, and a large number of literature has been produced to prove it. For example, eMarketer revealed that 61% of consumers check online reviews, blogs, and other types of online customer feedback before purchasing a new product or service [3]. The identity of social media users towards the platform and the virtual groups cultivated by the platform drives users to use and purchase behaviors[4]. In the last quarter of 2021, the average time spent on the Internet per person per day was approximately 413 minutes (just under 7 hours), and the 2021 figure is a slight increase from 2020, when the average global Internet user spent 412 minutes online per day [5]. These studies show that social media has become an integral part of many people's lives, including adults and children [6]. The data shows that as of 2021, about 2.14 billion people used the Internet to shop[7]. Studies

show that 59% of the world's population uses social media, with an average daily use of 2 hours and 29 minutes [8]. In 2020, the scale of China's live streaming e-commerce market exceeded 1.2 trillion yuan, with an annual growth rate of 197.0%. It is expected that the scale of live streaming e-commerce will exceed 4.9 trillion yuan in 2023. By the end of 2020, there were 8,862 registered enterprises related to live streaming in China, and the number of anchors in the industry had reached 1.234 million. The number of users of live streaming in China had reached 617 million, accounting for 62.4% of the total Internet users. Among them, the rapid development of live streaming e-commerce has become the largest category of live streaming with 388 million users, an increase of 123 million compared with March 2020, accounting for nearly 40% of the total Internet users. Users who place orders for live streaming account for 66.2% of the users who watch live streaming, which means nearly two-thirds of users have made purchases after watching live streaming[9]. And social media is where many users check these online reviews. Nowadays, there are many different forms of social media in China, such as TikTok, Baidu Post Bar, Weibo, Little Red Book, wechat and so on. With the abundance of creators on these platforms and the increase in user demand, a lot of new content has appeared on these platforms. Such as: Vlog, product evaluation, live broadcast, etc. New things often bring more opportunities. And these new opportunities may mean that brands have more tools for marketing and publicity.

Previous academic studies on Internet sales mostly focus on the conceptual content eWOM [10]. although some have generally pointed out the motivation of users' consumption behavior and what makes users willing to consume on the Internet. However, there is little further research on the impact of individual items in social media on the consumption choices of Internet users. So far, we still have no ability to determine whether a particular segment of the Internet can have a significant impact on users' consumption behavior. We also don't know if consumers would have made different decisions before they made the purchase in a completely different consumption environment. And whether new things on the Internet (social media, live streaming, video reviews, vlogs, etc.) will have an impact on consumer behavior, and what kind of impact. We think there is a need for further research on Internet consumption. This paper mainly collects and analyzes data through questionnaire survey, so as to study whether Internet evaluation videos and their surrounding forms will have an impact on consumers' consumption behavior. We will find out if and how video reviews on social media have an impact on platform users' consumption behavior. This paper will make a detailed discussion from the following aspects: (1) consumers' trust system for evaluation videos, (2) content and form characteristics of evaluation videos, and (3) marketing methods and means of evaluation videos.

2   Literature review

The identity of social media users towards the platform and the virtual groups cultivated by the platform drives users to use and purchase behaviors [4]. In the last quarter of 2021, the average time spent on the Internet per person per day was approximately 413 minutes (just under 7 hours), and the 2021 figure is a slight increase from 2020, when

the average global Internet user spent 412 minutes online per day [5]. These studies show that social media has become an integral part of many people's lives, including adults and children [6]. The data shows that as of 2021, about 2.14 billion people used the Internet to shop [7]. Studies show that 59% of the world's population uses social media, with an average daily use of 2 hours and 29 minutes [8]. The average time Chinese adults spend using their phones per day soared from 3.5 hours in 2017 to 6.0 hours in 2019, according to the study. The average adult spends a quarter of their day on their phones [11]. In China, the average person spends 139 minutes a day on social media, an increase of 19 minutes from 2018 [12]. As of June 2021, the number of online shopping users in China reached 812 million, an increase of 29.65 million from December 2020, accounting for 80.3% of the overall Internet users. China's online retail sales reached 6,113.3 billion yuan in the first half of 2021, up 23.2 percent year-on-year, data showed. Specifically, the online retail sales of physical goods reached 5,026.3 billion yuan, up 18.7 percent[13]. In 2020, the scale of China's live streaming e-commerce market exceeded 1.2 trillion yuan, with an annual growth rate of 197.0%. It is expected that the scale of live streaming e-commerce will exceed 4.9 trillion yuan in 2023. By the end of 2020, there were 8,862 registered enterprises related to live streaming in China, and the number of anchors in the industry had reached 1.234 million. The number of users of live streaming in China had reached 617 million, accounting for 62.4% of the total Internet users. Among them, the rapid development of live streaming e-commerce has become the largest category of live streaming with 388 million users, an increase of 123 million compared with March 2020, accounting for nearly 40% of the total Internet users. Users who place orders for live streaming account for 66.2% of the users who watch live streaming, which means nearly two-thirds of users have made purchases after watching live streaming[13]. The explosion of social media has had a dramatic impact on business processes and models that managers and marketing academics are only beginning to understand. One way to simulate the radical changes brought about by social media is the pinball metaphor [14], which suggests that marketing in the social media environment resembles chaotic pinball and has replaced the linear and one-way bowling marketing approach. In addition to contributing to a new way of thinking, the pinball metaphor illuminates how value creation processes and structures must adapt to the new marketing environment if businesses are to be perceived as beneficial by active, highly networked consumers. Because of the dramatic changes brought about by social media, the marketing world needs to move from bowling to pinball. The paradigm shift from bowling to pinball has profound implications not only for marketing managers and companies, but also for the discipline of marketing itself. In order to stay relevant to the market, scholars in all areas of the marketing discipline need to understand the implications and outcomes of the new paradigm [15]. The information provided by consumer opinion websites is now more influential to consumers. Industry statistics also provide evidence supporting the significant impact of eWOM communications[16]. 61% of consumers check online reviews, blogs, and other types of online customer feedback before purchasing a new product or service [17]. With the advent of the Internet, word of mouth has undergone a paradigm shift. Traditional word of mouth, originally defined as a form of interpersonal non-commercial oral communication among acquaintances, has now evolved into a new form of

communication, namely eWOM[18]. The sense of belonging has the greatest impact on consumers' eWOM intention. The pleasure of helping others is a key factor influencing consumers' willingness to eWOM. Reputation is a slightly significant factor affecting consumers' willingness to eWOM. The spread of eWOM by consumers on online consumer opinion platforms is related to the desire to change their reputation. These consumer opinion platforms have enormous scale and potential for impact [19]. In short video marketing, companies need to ensure their entertainment experience. Since short videos are played in a relatively casual and easy environment, companies should take into account that consumers generally want a more enjoyable viewing experience. It's worth noting that most people watch short videos just for entertainment, not shopping. Therefore, if the content of short videos is not entertaining, the marketing effect will be greatly reduced. Enterprises should strengthen the entertainment function of the short video platform, such as using some unique stickers, interesting games, etc., to improve the interactive effect. Based on the content of the short video, it is necessary to design the story or use some camera angles or fancy footwork to better present the business. Keeping up with new trends in pop music, dance steps, movies and TV shows can also make short videos more interesting in many ways.When promoting a product in a short video, enterprises should pay attention to the full introduction of product functions. Many short video platforms have introduced the shopping cart function, that is, as long as customers are interested in the short video, as long as they click a button, they can enter the purchase page and buy immediately, which can definitely improve the efficiency of shopping [20].

3   Discussion

For our research, we proposed the following four hypotheses: (1) The higher the quality of evaluation videos, the higher people's trust in evaluation bloggers. (2) Advertisements in evaluation videos will weaken users' trust in evaluation bloggers. (3) Cheap product prices will make price-sensitive social media users have a strong influence on their consumption behavior. (4) The consumption behaviors of social media users can be guided by the targeted objective data of the evaluation videos, so as to generate consumption behaviors.

The study surveyed social media users of different ages through a questionnaire, we found the following points: first, product evaluation videos will become the reference basis for most consumers to decide whether to buy a product, and positive evaluation videos will arouse the consumption desire of social media users; Second, compared with evaluation videos, live streaming is more difficult to arouse users' purchase desire; Third, 68.54% of respondents believed that knowledge-based live streaming could not stimulate their consumption behavior on social media, and 56.18% of respondents believed that any type of live streaming could not stimulate their consumption behavior on social media In another questionnaire, respondents indicated that low product prices and a consumption-oriented atmosphere were the main reasons for the consumption behaviors caused by live streaming. In other words, most consumers don't see any es-

sential difference between live shopping and offline stores. Therefore, it can be concluded that live streaming has a very limited impact on users' consumption on social media. Fourthly, 96.63% of respondents believed that they would refer to the suggestions of evaluation bloggers before consumption, and 87.21% of respondents believed that they would refer to the suggestions of evaluation bloggers before purchasing digital products. This shows that users trust the review bloggers on social media to give them better advice on their purchase choices.

In a separate questionnaire we went further to find out more about users' perceptions of product review videos/bloggers. The questionnaire shows that 69.05% of the respondents are willing to trust the evaluation blogger, and most of the respondents who choose to trust the evaluation blogger think that their evaluation video is objective (58.62%) and professional (51.72%). Sufficient data comparison (65.52%) and detailed sharing of usage feelings (68.97%) are the main reasons for them to trust evaluation bloggers. In addition, the unique evaluation content/differentiated evaluation content (67.86%) and the sharing of product usage experience by evaluation bloggers (64.29%) became the two key factors that attracted them in the eyes of all respondents. The comparison of past products (42.86%), the presentation of objective data (41.67%) and the comprehensive use of the products themselves (44.05%) will become the secondary factors that attract respondents. A small number of respondents believed that have comparing with complementary good (28.57%) and product recommendation (35.71%) would be another attractive point.

In the third questionnaire, the respondents' preference for the length of the evaluation video is: less than 1 minute (22.62%), 1 to 3 minutes (42.86%), 3 to 5 minutes (20.24%) and more than 5 minutes (14.29%). From this point of view alone, the interviewees were not very demanding about the length of the video. 78.57% of the respondents believe that after watching the evaluation video, they will have trust in the evaluation blogger. However, 52.94 percent of the respondents said that this kind of trust would decrease after evaluating blogger do the commercial advertisements. 61.18% of the respondents indicated that they would show loyalty (long-term attention and trust to a review blogger). This shows that the assessment bloggers have the potential to cultivate loyal followers.

Through the data, we find that the contents of evaluation bloggers is positively related to consumers' trust, which means that if the quality of content produced by evaluation bloggers decreases, it may cause a decrease in consumers' trust. in addition, Advertisements in evaluation bloggers will weaken this relationship between the contents of evaluation bloggers and consumers' trust. Therefore, if the video content of the blogger does not appear in the traditional form of advertising, users are likely to trust the blogger more and more. Finally, we found that regardless of the form of Internet sales, the cheaper price is positively correlated with the user's purchase choice, which means that the lower the price, the stronger the user's purchase intention. We speculate that no matter what sales mode, as long as the price of the product is too high, consumers will ignore the sales mode and have difficulty in consumption. Finally, the consumption behaviors of social media users can indeed be guided by the targeted objective data in the evaluation videos. The special guidance means of the evaluation bloggers can promote the consumption behaviors of users.

(1) We found that high-quality evaluation videos are often accompanied by more objective data and more professional product evaluation. Since the average user does not have the ability to conduct such professional analysis and statistics, they will assume that the creators of these videos, the bloggers, are professionals, and thus the users will feel a sense of trust in these bloggers.

(2) We also found that if evaluation bloggers receive publicity expenses from brand parties and add advertisements to evaluation videos, users will lower their trust in them. Because the purpose of advertising is publicity, in order to achieve the purpose of publicity, the evaluation video may become no longer objective.

(3) In addition, low price (high cost performance) will also make it easier for users (especially price-sensitive users) to make consumption decisions. Because in the case of cheap price and guaranteed quality, consumers can buy goods at a price lower than their budget, which is unexpected and positive for users.

(4) The use of objective promotion will make consumers willing to pay for the promoted products. Objective promotion requires bloggers to screen the products that need to be promoted, and after professional screening, objectively analyze and evaluate the products through evaluation videos. This way, users will not think that the product is blindly recommended, instead, they will make a purchase choice because of the high quality of the product.

Different from traditional marketing methods, evaluation videos can make users trust, and in the eyes of social media users, evaluation methods and personal opinions of evaluation bloggers are objective and professional. As a result, evaluation videos gain more trust from users than most other forms of marketing. However, it is worth noting that if companies want to use review videos as a marketing tool, they should ensure that the content in the review videos remains objective and professional. Otherwise, it will be hard for users to trust the brand again, and the review bloggers who promote it.

4   Limitation and future research direction

The number of questionnaire samples in this study is relatively limited. Although we have distributed questionnaires in different occasions, the population differentiation in the questionnaire is not clear. As a result, the results of the questionnaire may not be applicable to a small number of specific groups. In future research, I will continue to refine the questionnaire questions. To divide different people from different points of view. At the same time, we also need to expand the sample size to avoid the bias of the research data.

As far as analysis is concerned, this study lacks model analysis, and the research results are mainly obtained through the scriptwriting of the questionnaire and the collection of subjective intentions of the respondents. This may lead to subjective analysis and conclusions. In the future, we should enrich the research methods and conduct more comprehensive research through industry data analysis, model analysis and other methods, so as to ensure the diversity and accuracy of opinions and conclusions.

5   Conclusion

Social media users have a high degree of trust in professional evaluation videos, and the more objective the product evaluation is, the more likely consumers are to make purchase choices. Users trust bloggers more than live streaming and other social media shopping methods. That is to say, consumers think evaluation bloggers are professional and objective, and their opinions can be highly adopted. Therefore, when social media users are hesitant to buy a certain product, the positive product feedback from evaluation bloggers is very likely to make social media users confirm the purchase behavior, or even directly place an order on the shopping interface of the social platform. All in all, consumers believe that review videos/bloggers are more trusted by them.

(1) Consumers can get more professional advice quickly through the evaluation video, because the professional evaluation video will contain a variety of detailed data of the product, which may be difficult for ordinary consumers to notice or understand. But through the review video, consumers can understand more data and objective information to help them make purchase choices. In addition, in some evaluation videos, evaluation bloggers will compare similar products horizontally, which is difficult for consumers to use in daily life. With the help of this comparison method, the probability of consumers choosing the most suitable products will be improved.

(2) If advertisements appear in the evaluation videos, users' trust in the evaluation bloggers will be greatly reduced. And the loss of this trust can make it difficult to create a second trust. Therefore, no matter the brand or the evaluation blogger, if they want to promote some products through evaluation videos, it is necessary to ensure the professionalism of the evaluation videos and the objectivity of the data. Otherwise, users' trust in bloggers and brands will be greatly reduced.

(3) Interestingly, we found that the reason why most users are willing to buy products through livestreaming is not because livestreaming itself can arouse users' strong consumption desire, but because the products advertised in livestreaming are generally cheaper. The product publicity and marketing through price war is not a new way of publicity, it can be applied to any kind of publicity means.

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