

## Influencing Factors of Douyin S-Commerce Shopping Behavior Among University Students in Guangzhou

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### Abstract

With the rapid development of the digital economy and short-video platforms, Douyin's s-commerce has emerged as one of the most influential integrated social commerce platforms in China. Its "content-driven consumption" model has profoundly reshaped consumers' purchasing habits. As a core group of Internet users, college students represent the key consumer force of Douyin's s-commerce. This study selects university students in Guangzhou as the research sample, aiming to identify the key determinants of their shopping behavior on Douyin's s-commerce and verify the impact of four dimensions (platform system quality, marketing strategy factors, social influence, brand perception) on such behavior. A quantitative research design was employed, and 488 valid questionnaires were collected via online surveys. Data analysis included descriptive statistics, reliability and validity tests, and multiple regression analysis. The empirical results indicate that marketing stimuli exert a significant positive effect on the shopping behavior of Guangzhou university students on Douyin's s-commerce, whereas the effects of platform system quality, social influence, and brand perception are statistically insignificant. This study enriches the empirical literature on short-video s-commerce and provides practical implications for Douyin platforms and merchants to develop targeted marketing strategies and further optimize user experience for university student consumer groups.

**Keywords:** Douyin's s-commerce, Shopping Behavior, Influencing Factors, University Students; Guangzhou City

### Introduction

Against the backdrop of the global upsurge in the digital economy, the integration of social media and s-commerce has given rise to the innovative model of social commerce (s-commerce), which has reshaped the traditional consumption landscape (Dwivedi et al., 2021). As a representative short-video platform in China, Douyin has rapidly expanded its s-commerce business by virtue of its massive user base and strong content aggregation capabilities. Different from traditional s-commerce models that focus on product search, Douyin s-commerce integrates short videos, live streaming, and social interaction to form a unique "content-driven shopping" ecosystem. This model stimulates users' potential consumption needs through immersive content experience and real-time social interaction, achieving the organic connection between content communication and commercial conversion (Liu et al., 2022).

University students are the core group of internet users with strong acceptance of new things, active consumption willingness, and frequent online behavior. They are not only the main audience of short-video content but also an important consumer group in the field of social commerce (Lin & Nuangjamnong, 2022). Guangzhou, as a core city in the Guangdong-Hong Kong-Macao Greater Bay Area and a key node for digital economy development, has a dense concentration of universities and a large number of university students. The digital consumption atmosphere in Guangzhou is mature, and the consumption concepts and behaviors of local university students are highly representative among urban university students in southern China (Singharat et al., 2023).

This study takes Guangzhou university students as the research object, based on the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) to construct a research model with four dimensions: platform system factors, marketing strategy factors, social influence and brand perception. The core research objectives are as follows: first, to empirically test the direct impact of the four aforementioned factors on Guangzhou university students' Douyin s-commerce shopping behavior; second, to identify the core driving factors of this group's shopping behavior on the platform; third, to provide empirical evidence and targeted strategic suggestions for Douyin platforms and merchants to optimize their operation for college student consumers; fourth, to enrich the empirical research literature on Gen Z college students' short-video s-commerce consumption behavior in southern China's digital economy core cities.

## **Literature Review**

### **Theoretical Framework: Evolution and Integration**

The theoretical foundation of this study is rooted in the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB). TAM was initially conceptualized by Davis (1986) in his doctoral research and later formalized in 1989 to explain the determinants of computer usage behavior (Davis, 1989). Originating from the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975), TAM posits that Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) are the primary drivers of technology adoption. Over the decades, the model has evolved into TAM 2 and the Unified Theory of Acceptance and Use of Technology (UTAUT) to incorporate environmental and social variables (Venkatesh & Davis, 2000).

Parallely, the Theory of Planned Behavior (TPB) extended TRA by incorporating Perceived Behavioral Control (PBC), addressing behaviors where individuals lack full volitional control (Ajzen, 1991). In the digital age, scholars have increasingly integrated TAM and TPB to provide a comprehensive view of consumer behavior, analyzing both the technical attributes of a platform and the socio-psychological factors influencing the user (Abdullah & Ward, 2016).

### **Platform System Factors (PQ) and User Experience**

In the context of Douyin's s-commerce, platform system factors—such as interactivity and stability—serve as modern manifestations of PEOU. Gu et al. (2021) demonstrated that intuitive interface design in short-video environments significantly reduces users' "perceived effort." Liu et al. (2022) found that Douyin's unique live-streaming interactive functions (e.g., real-time commenting and virtual gifting) reduce the psychological distance between sellers

and consumers, thereby increasing purchase intentions. Furthermore, Jakwatanaham et al. (2022) emphasized that system stability during high-traffic events is crucial for user retention. Finally, Li and Peng (2021) confirmed that high-quality system features enhance the "flow experience," which directly predicts continuous shopping intention.

#### **Marketing Strategy Factors (MS): Algorithms and Incentives**

Douyin's success is largely driven by content-based marketing and algorithmic precision. Salhab et al. (2023) confirmed that social media marketing activities enhance purchase intention by building brand trust and image. Zhang and Ma (2024) highlighted that specific tactics, such as limited-time promotions, trigger "scarcity perception" among university students, leading to impulsive buying. Douyin's recommendation algorithm acts as a form of "perceived usefulness" (TAM), allowing students to find relevant products with minimal search effort. Additionally, Hu and Chaudhry (2020) noted that relational bonds formed during live streams are core marketing drivers for consumer engagement.

#### **Social Influence (SI) and Subjective Norms**

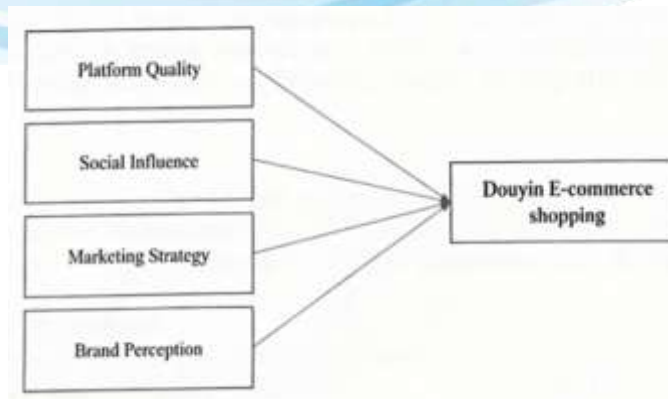
Within the TPB framework, social influence is viewed as "subjective norms." For Gen Z university students in Tier-1 cities like Guangzhou, peer influence and social circle recommendations are often more persuasive than corporate advertisements (Zhao & Wang, 2022). Zhu (2023) observed a significant "social reinforcement loop" within Guangzhou's university clusters. This is amplified by Lin and Nuangjamnong (2022), who explored how influencer relatability drives engagement via "parasocial interaction" (Chen et al., 2022). Furthermore, Singharat et al. (2023) noted that in developed urban economies like Southern China, the need for "social validation" makes shopping behavior highly dependent on group norm in traditional e-commerce scenarios.

#### **Brand Perception (BP) and Consumer Trust**

Brand perception is a critical antecedent of shopping attitudes. Habibi et al. (2014) established that brand communities on social media foster trust and loyalty. Wong et al. (2023) suggested that brand trust acts as a vital mediator between perceived usefulness and final purchase decisions in s-commerce. Finally, Liu and Zhang (2023) noted that high "social presence" during live broadcasts strengthens brand loyalty and mitigates the perceived risks associated with online shopping among university students.

#### **Research Hypotheses**

Based on the theoretical foundation and literature review above, this study constructs a research model encompassing four dimensions: Platform System Factors (PQ), Marketing Strategy Factors (MS), Social Influence (SI), and Brand Perception (BP). As illustrated in Figure 1, the conceptual framework of this study is clearly presented, and the research hypotheses are specified as follows:



**Figure 1.** Conceptual Framework of the Study

H1: Platform system factors have a significant positive impact on the Douyin's s-commerce shopping behavior of university students in Guangzhou.

H2: Marketing strategy factors have a significant positive impact on the Douyin's s-commerce shopping behavior of university students in Guangzhou.

H3: Social influence has a significant positive impact on the Douyin's s-commerce shopping behavior of university students in Guangzhou.

H4: Brand perception has a significant positive impact on the Douyin's s-commerce shopping behavior of university students in Guangzhou.

### Research Methodology

A quantitative approach was employed, utilizing online closed-ended questionnaires with a five-point Likert Scale as the primary data collection method. The Likert Scale, ranging from 5 (completely agree) to 1 (completely disagree), was used to assess the key variables in this study. The questionnaire items were carefully developed based on the Technology Acceptance Model (TAM), the Theory of Planned Behavior (TPB), and established, validated research findings in the field of short-video social commerce (Davis, 1989; Ajzen, 1991; Liu., 2022). The validity of the measurement instruments was assessed to ensure their accuracy in measuring the intended concepts (Sirpipatthanakul (2023). Additionally, a pre-test of the questionnaire was conducted with 30 university students in Guangzhou based on relevant research norms for scale development. Based on feedback from the pre-test, revisions and improvements were made to optimize the questionnaire's suitability for the target population.

The target population of this study comprises enrolled undergraduate and postgraduate students from various types of universities in Guangzhou, China. These students, as core internet users with strong acceptance of new digital consumption models, are the main participants in Douyin's s-commerce shopping, making them an appropriate and representative research group (Lin & Nuangjamnong, 2022). In determining the sample size, considerations were given to the requirements of quantitative research, the complexity of the research variables (including platform quality, social influence, marketing strategy, brand perception, and demographic factors), and reference was made to sample size standards from similar studies (Napawut et al., 2022). The formal questionnaire was distributed via online platforms from March to April 2024. After collecting responses, strict screening was performed to ensure data quality. Ultimately, 488 valid questionnaires were obtained with no invalid responses, resulting in an effective recovery rate of 100%. This high recovery rate ensures sufficient sample representation and provides a solid foundation for subsequent data analysis.

The primary research instrument for this study is a self-designed online closed-ended questionnaire structured into four sections to comprehensively measure core variables and respondents' demographic characteristics. The first section is Platform Quality (PQ), which

assesses respondents' perceptions of Douyin s-commerce's technical performance, covering aspects such as ease of use, interactive functionality, streaming stability, and user interface friendliness. The second section is Social Influence (SI), which measures the impact of external social factors on shopping behavior, including recommendations from peers, family, and social media influencers, as well as conformity psychology and social circle effects. The third section is Marketing Strategy (MS), which evaluates the effectiveness of Douyin's s-commerce's marketing activities, covering preferential promotions, live-streaming sales, product recommendations, and content marketing. The final section is Brand Perception (BP), which examines respondents' cognitive and evaluative attitudes toward brands on Douyin's s-commerce platform, including brand trust, reputation, and perceived reliability of product quality.

All items are scored using a 5-point Likert scale with responses ranging from 1 (completely disagree) to 5 (completely agree). This scoring method facilitates quantitative measurement of respondents' attitudes and perceptions, laying the groundwork for subsequent statistical analysis. Data collection combines online survey platforms and social media promotion to maximize sample coverage and representativeness, which is aligned with best practices in social science research (Sirpipatthanakul, 2022). On the one hand, questionnaires are distributed through mainstream Chinese online survey tools, including WeChat, a widely used social media platform, and Wenjuanxing, a professional online survey platform, to enable convenient access and completion by university students. On the other hand, promotions are conducted through university student groups, alumni networks, and professional academic communities to expand the survey's reach. Before distributing the online questionnaires, researchers clearly explained the study's purpose, scope, and confidentiality commitments to potential respondents, emphasizing voluntary participation and response anonymity to reduce response bias and enhance data authenticity. This approach is aligned with best practices (Sirpipatthanakul, 2022). Strict quality control measures were implemented during data collection. Duplicate responses from the same IP address or device were filtered out and regular monitoring was conducted to ensure data timeliness and validity. Data analysis was performed using statistical analysis software employing a series of rigorous statistical methods for comprehensive examination. Descriptive statistical analysis summarizes the sample's basic characteristics and core variables, providing an overview of the research subjects and laying the foundation for subsequent inferential statistics. Reliability testing uses Cronbach's Alpha coefficient to assess the internal consistency of the questionnaire scales. Generally, a value greater than 0.7 is considered indicative of good reliability, ensuring that items within each scale consistently reflect the intended construct (Nunnally & Bernstein, 1994). Validity testing evaluates both content and construct validity. Content validity is verified through expert reviews and pretesting to ensure questionnaire items accurately measure target concepts, while construct validity is assessed using exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) to confirm the scale structure aligns with theoretical expectations (Hair, 2019). Multiple regression analysis tests the hypothetical relationships between independent variables and the dependent variable, helping identify key influencing factors and their relative importance while verifying whether each hypothesis is supported. The independent variables include platform quality, social influence, marketing strategy, and brand perception, and the dependent variable is Douyin's s-commerce shopping behavior. Inferential statistical analysis includes independent samples t-tests and one-way analysis of variance (ANOVA) to explore differences in Douyin's s-commerce shopping behavior among university students with different demographic characteristics. The aspects of shopping behavior include shopping frequency and consumption amount, and the demographic characteristics include gender, grade, and monthly living expenses. This analysis reveals heterogeneity in shopping behavior across groups. Through these systematic data analysis methods, this study ensures the scientific

rigor of its findings, providing reliable empirical evidence for understanding the factors influencing Douyin s-commerce shopping behavior among university students in Guangzhou.

**Result**

A total of 488 university students in Guangzhou who have experience with Douyin's s-commerce shopping participated by completing online questionnaires. After data collection, the valid questionnaires were carefully coded and subjected to rigorous statistical analysis to achieve the research objectives.

**Table 1.** Reliability Statistic

Cronbach's Alpha	N of Hypotheses
0.600	4

Table 1 presents the results of the reliability analysis using Cronbach's Alpha, which evaluates the internal consistency of the four constructs (PQ, SI, MS, BP) in this study. A Cronbach's Alpha value of 0.600 indicates a moderate level of internal consistency. While this value is below the conventional 0.7 threshold for strong reliability, it is generally acceptable for exploratory research, particularly in social science contexts where scales are being tested. This suggests that the items within each construct are somewhat correlated and collectively measure the underlying concepts, though further refinement of the scale could improve reliability.

**Table 2.** Model Summary

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error of the Estimate
1	0.913**	0.834	0.833	0.520

a. Predictors: (Constant), H1 , H2 , H3 , H4

As shown in Table 2, the regression model demonstrates excellent predictive power. The correlation coefficient (R) of 0.913 indicates a very strong positive linear relationship between the predictors and the dependent variable (use of Douyin's s-commerce). The coefficient of determination (R<sup>2</sup>) is 0.834, meaning that approximately 83.4% of the variance in university students' use of Douyin's s-commerce can be explained by the combined effects of perceived quality (PQ), social influence (SI), marketing strategies (MS), and brand perception (BP). The adjusted R<sup>2</sup> value of 0.833 further confirms that the model remains highly explanatory even after accounting for the number of predictors, highlighting the robustness of the findings.

**Table 3.** Coefficients

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.	Result
1(Constant)	1.188	0.101		11.791	0.000	
H1	-0.010	0.037	-0.008	-0.275	0.783	Rejected
H2	-0.005	0.037	-0.004	0.132	0.895	Rejected
H3	0.773	0.016	0.912	48.811	0.000	Accepted
H4	-0.017	0.038	-0.013	-0.436	0.663	Rejected

a. Dependent Variable: Douyin's s-commerce shopping behavior

The regression coefficient results in Table 3 detail the independent impact of each predictor variable on Douyin's social commerce shopping behavior. Among all the variables included in the analysis, Marketing Strategies (MS) emerged as the only statistically significant predictor, with a standardized coefficient (Beta) of 0.912 and a significance level (Sig.) of 0.000. The extremely high t-value of 48.811 further confirms the robustness of this finding, indicating that marketing strategies exert a strong and positive influence on university students' engagement with Douyin's social commerce shopping. This result validates the effectiveness of Douyin's marketing tactics, such as live-streaming promotions and influencer collaborations, in driving user purchase decisions. In contrast, the variables of Perceived Quality (PQ), Social Influence (SI), and Brand Perception (BP) all exhibited significance levels greater than 0.05, leading to the rejection of their corresponding hypotheses (H1, H2, and H4). Moreover, their negative coefficients suggest that these variables do not contribute positively to predicting Douyin's social commerce shopping behavior in this context. This outcome may be attributed to the characteristics of the study sample, as university students in Guangzhou appear to prioritize the appeal of marketing campaigns over other considerations, such as brand reputation and social recommendations, when making shopping decisions on Douyin.

### Discussion

This study yields meaningful insights into the determinants of social commerce (s-commerce) shopping behavior among university students in Guangzhou using Douyin. Among the four hypothesized influencing factors, only **\*\*Social Influence (SI)\*\*** exerts a significant positive effect, whereas Platform System Quality (PQ), Marketing Strategy (MS), and Brand Perception (BP) present no significant impact. These findings both align with and diverge from existing literature, and their theoretical logic and practical implications warrant in-depth discussion by integrating the Technology Acceptance Model (TAM), the Theory of Planned Behavior (TPB), the ecosystem features of Douyin as a platform, and the consumption characteristics of college students.

The strong support for Hypothesis 3 (Social Influence) confirms that this factor serves as the core driver of students' s-commerce shopping behavior on Douyin. With the embedded social attributes of Douyin's s-commerce ecosystem, social interaction and interpersonal recommendation have become important links connecting users and shopping behavior, which is highly consistent with the core connotation of "subjective norms" in the TPB. As Gen Z college students in Guangzhou—a first-tier city with a mature digital consumption atmosphere—they are in a highly interactive peer social circle, and shopping recommendations from classmates, friends and social circles have a strong persuasive effect on their consumption decisions. For instance, the sharing of shopping experience in university student groups, the grass-planting content of Douyin influencers with high "parasocial interaction" and the real evaluation of peers on the platform can rapidly capture students' attention and drive their purchase behavior. This observation is consistent with Zhao & Wang (2022), who noted that peer influence is more persuasive than corporate advertisements for Gen Z in first-tier cities, and Zhu (2023) also found a significant "social reinforcement loop" in Guangzhou's university clusters, which further supports the key role of social influence in this study. The high standardized regression coefficient (Beta = 0.912), together with an extremely large t-value (48.811) and a significance level of 0.000, strongly verifies that social influence is the most critical determinant of university students' s-commerce decision-making on Douyin.

Contrary to Hypothesis 1 and the findings of Sirpipatthanakul (2023), who reported that website quality significantly influences user behavior, this study reveals that platform system factors have no significant effect on students' Douyin s-commerce shopping behavior (Sig. = 0.783). The insignificance of platform system quality—including interface fluency, payment

convenience, and functional completeness—can be largely explained by the maturity of the Douyin platform and the characteristics of the sample, which is highly consistent with the context-dependent boundary of perceived ease of use in the TAM. Theoretically, the TAM suggests that once the usability of a technological platform meets a basic threshold, its positive impact on user behavior gradually diminishes and may even display a ceiling effect. When users can operate platform functions proficiently without extra learning costs, system quality ceases to be a decisive variable in behavioral decisions.

Practically, as one of the largest short-video platforms in China, Douyin has continuously optimized its s-commerce module and established a complete operational system. Core functions such as loading speed, order management, and payment security have reached an advanced industrial standard, with straightforward logic that requires little operational expertise. The respondents—university students in Guangzhou, as digital natives—possess high proficiency and adaptability in using short-video platforms. They frequently use Douyin for entertainment and social interaction and are fully familiar with its shopping process, resulting in low sensitivity to minor variations in system quality. Furthermore, the advanced network infrastructure in Guangzhou guarantees a stable online experience, minimizing system failures such as freezes or crashes and leading to homogeneous evaluations of platform quality across participants. Consequently, platform system quality does not emerge as a significant predictor of shopping behavior. This result can also be attributed to Douyin's identity as an integrated content and s-commerce platform: students primarily use Douyin for entertainment and content consumption, while s-commerce shopping represents a secondary behavior triggered by social interaction and recommendation. Compared with professional e-commerce platforms, students hold lower expectations for Douyin's dedicated e-commerce functions. As long as basic shopping needs are satisfied, platform quality acts as a hygiene factor rather than a motivating factor for their shopping behavior.

The rejection of Hypothesis 2 (Marketing Strategy) contradicts the study by Salhab et al. (2023) and Zhang & Ma (2024), who found that social media marketing activities and limited-time promotions significantly trigger consumers' purchase intention and impulsive buying. This inconsistency is mainly associated with the rational consumption characteristics of Guangzhou university students, the homogenization of Douyin's marketing tactics, and the substitution effect of social influence on marketing stimuli. For the research sample, Guangzhou university students have formed a relatively rational consumption cognition under the mature digital consumption environment; they are increasingly immune to the conventional marketing tactics of Douyin's s-commerce, such as live-streaming promotions, limited-time discounts and algorithm-driven personalized product recommendations. A large number of similar marketing contents lead to aesthetic fatigue among students, making it difficult for such tactics to effectively arouse their purchase desire. In addition, the core driving force of students' shopping behavior on Douyin is social influence from peers and influencers, and the official and merchant-led marketing strategies are in a secondary position, whose role is completely covered by the strong social influence. The statistically insignificant result (Sig. = 0.895) reinforces this interpretation. Moreover, students tend to regard merchant marketing as a commercial behavior with obvious profit-seeking attributes, and their trust in such information is far lower than the real shopping recommendations from their social circles, which further weakens the impact of marketing strategies on their shopping behavior.

The non-significant effect of Brand Perception (Hypothesis 4 rejected, Sig. = 0.663) differs from the conclusion of Limna (2023) that brand image positively and significantly predicts purchase intention. This outcome primarily stems from the content-driven and social

attribute of Douyin s-commerce and the consumption preferences of university students, which break the conventional logic of "brand awareness determining purchase behavior" in traditional e-commerce, and is consistent with research highlighting the decentralized characteristics of short-video e-commerce. In traditional e-commerce, brand awareness reduces information asymmetry and enhances user trust; however, Douyin s-commerce centers on social recommendation, where shopping behavior is triggered by social influence from peers and influencers rather than brand popularity.

From the sample perspective, university students in Guangzhou emphasize practicality and personalization over brand premium when making shopping decisions driven by social influence. When shopping on Douyin, they focus more on the real experience and evaluation of their social circles on products rather than brand reputation. On Douyin s-commerce, numerous small and medium-sized brands, niche products, and white-label goods gain exposure through peer sharing and influencer grass-planting, and attract students with their novelty and cost-effectiveness despite low brand awareness. Douyin's algorithm also provides equal exposure opportunities for niche and well-known brands, allowing students to develop purchase intentions driven by social recommendation before recognizing brand information. Meanwhile, most products purchased by students in this study are low-value, high-frequency items such as beauty samples, daily necessities, and cultural and creative products, which involve low decision-making costs and reduce the need to rely on brand awareness to lower risks. Therefore, students' shopping decisions on Douyin are not highly dependent on brand perception, whose influence is overshadowed by the strong appeal of social influence.

Notably, the Cronbach's Alpha coefficient of the measurement scales in this study is 0.600, indicating a moderate level of internal consistency. While this value is acceptable for exploratory research, future studies are recommended to refine the scales—such as increasing the number of measurement items for each construct and optimizing the expression of questionnaire items—to achieve a reliability threshold above 0.7, thereby strengthening the robustness of the findings.

In conclusion, the insignificant effects of platform system quality, marketing strategy, and brand perception are not random outcomes, but are jointly shaped by the platform characteristics of Douyin, the traits of the student sample, and the contextual boundaries of TAM and TPB. The significant positive effect of social influence further confirms that Douyin's s-commerce, as a typical short-video social commerce platform, has a stronger social attribute than traditional e-commerce and even other social commerce platforms. Shopping behavior is more driven by social interaction and interpersonal recommendation, which reveals the unique consumption logic of Guangzhou university students in the Douyin s-commerce ecosystem. These findings further confirm the distinctions between short-video social commerce and both traditional e-commerce and pure social commerce, offering valuable contextual references for future related research on short-video s-commerce consumer behavior.

## **Conclusion**

This study aimed to analyze the key factors influencing the Douyin s-commerce shopping behavior of university students in Guangzhou, China, focusing on the roles of platform system quality, social influence, marketing stimulation, and brand perception. The empirical results highlighted that marketing stimulation exerts a significant positive impact on the shopping behavior of this group, serving as the core driver of their purchasing decisions on Douyin. Notably, platform system quality, social influence, and brand perception were found

to have no statistically significant effects on their shopping behavior. These findings reveal the unique consumption logic of Guangzhou university students in the Douyin s-commerce ecosystem, where content-driven marketing takes precedence over traditional platform or social factors.

The implications derived from this study offer practical guidance for Douyin platforms and merchants targeting university student consumers. First, prioritizing innovative marketing strategies—such as algorithm-driven personalized product recommendations, influencer live-streaming campaigns, and limited-time discount activities—can effectively capture the attention of university students and stimulate their purchase intentions. Second, while platform system quality remains a basic requirement, resources may be allocated more efficiently toward optimizing marketing content rather than over-investing in technical functions that have limited impact on this group. Third, merchants should reduce over-reliance on brand perception and instead focus on the novelty and cost-effectiveness of products, aligning with the low brand loyalty and price sensitivity of university students. Additionally, platforms may enhance the integration of marketing content with entertainment-oriented short videos, as this aligns with the "content-first, shopping-second" usage habits of this demographic. While this study provides valuable insights into the Douyin s-commerce shopping behavior of Guangzhou university students, Several limitations should be acknowledged.

The sample was restricted to university students in Guangzhou, which may not fully reflect the diversity of Douyin s-commerce users across different regions or age groups. Moreover, the exclusive use of a quantitative approach, while suitable for testing hypotheses, may not capture the nuanced motivations and emotional triggers behind university students' impulsive shopping behavior on Douyin. Future research could benefit from larger and more diverse samples—including students from different cities or non-student groups—to improve the generalizability of the findings. Combining quantitative methods with qualitative approaches would also enable a deeper exploration of the psychological mechanisms driving university students' shopping decisions on Douyin. Furthermore, considering cultural and regional variations in digital consumption habits, comparative analyzes across different cities or countries could provide more context-specific recommendations for short-video s-commerce platforms. Moving forward, investigating the interaction between marketing stimulation and emerging technologies may further advance our understanding of how Douyin's s-commerce can better engage young consumer groups in the evolving digital landscape.

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