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

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Abstract:

This study aims to investigate the impact of customer behavior and short video marketing on the loyalty of Chinese consumers toward ethnic minority clothing. A total of 407 responses were collected from Chinese consumers who had purchased ethnic minority clothing through short video marketing platforms. The data was gathered from Kunming, Honghe, and Xishuangbanna. The statistics used to analyze the data were descriptive statistics, including frequency, percentage, mean, standard deviation, and standard deviation, and inferential statistics, including independent samples t-test, one-way ANOVA, LSD, and multiple linear regression with a statistical significance level of 0.05. The results found that the most representative age group is 25-34. The majority of respondents are from the Dai ethnic group. They are from Honghe. In terms of gender, the majority are female. Regarding occupation, the proportion of freelancers among the respondents is the highest. The education level of the respondents is relatively high, with the majority having received higher education. In terms of income, the middle-income group (4000-6000 per month) constitutes the largest portion of the sample. The first hypothesis was tested, and it was found that occupation significantly impacted customer loyalty. The second hypothesis was tested, and it was found that customer behavior did not generate the difference in customer loyalty based on various customer behavior factors such as buying time, way to buy, times per month, payment method, video marketing app, reasons for care, and reasons for buy. The third hypothesis was tested, and it was found that Short video marketings impact customer loyalty to ethnic minority clothing.

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

INTRODUCTION

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

China's ethnic minority areas have a rich cultural heritage and unique ethnic customs, attracting many tourists. Tourists can come into contact with ethnic

minority costumes during their travels and buy them as souvenirs or fashion items to take home. Promoting tourism culture has increased the number of buyers of ethnic minority clothing (Li, 2007).

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

In modern society, people's pursuit of cultural identity and unique personality, the promotion of tourism culture, and the convenience of the Internet and marketing are all important reasons for the increase in the number of buyers of ethnic minority clothing in China. Therefore, the impact of customer behavior and Short video marketing on the loyalty of ethnic minority clothing is worth studying (Song, Li & Zhao, 2019).

1.1 Research Hypotheses

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

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

Hypotheses 3: Short video marketing impact on customer loyalty

1.2 Research Objectives

(1) To study differences in demographic factors that generate differences in customer loyalty.

(2) To study differences in customer behavior generates differences in customer loyalty.

(3) To study short video marketing's impact on customer loyalty.

2. LITERATURE REVIEW

2.1 Demographic factors

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

Jiang and Yu (2008) Research shows that young people may be more willing to try new brands and products because they are more sensitive to market changes. Consumers may develop deeper emotional bonds and buying habits with some brands as they age, leading to higher brand loyalty. Bandura (2002) The increasing globalization and cultural diversity of societies and entanglement in a networked world transcending time, distance, place, and national borders calls for an expanded scope of cross-cultural analysis. Cultural Identity and Social Cognitive Theory: Different ethnic and cultural groups may have different senses of identity and emotional associations with particular clothing. People may be more inclined to buy and be loyal to clothing that shows their cultural characteristics, which affects their customer loyalty to ethnic minority clothing to some extent.

2.2 Customer Behavior

Liu & Dong (2024) studied that customers generally make purchases based on the factors influencing purchase intention and the fluctuation of consumption impulse after obtaining information from watching short video marketing to satisfy the required purchase intention and impulse. This desire and impulse to buy is a complex and unpredictable psychological process. Kuaishou Tiktok also offers a payment method called Kuaishou Wallet. The advantage of using Kuaishou wallet payment is that one does not need to enter the payment password; only needs to enter the payment password or face recognition to complete the payment. However, one must first bind one's bank card or Alipay account (Zhou, 2018). Consumer purchasing behavior is a complex process that is influenced by many factors. First, psychological factors affect consumer decision-making, including consumer needs, motivations, perceptions, learning, attitudes, and beliefs. These psychological factors play a crucial role in consumers' purchasing decisions, and they guide and influence the direction and choice of consumers' purchasing behavior. Secondly, social factors will also affect consumers' purchasing behavior, including culture, subculture (values, cultural traditions, religion, ethnicity), political, economic, and legal environment, social consumption infrastructure (policies, consumption infrastructure, technology), and family (structure, life cycle, decision-making mode). These social factors profoundly impact consumer purchasing behavior, shaping consumers' lifestyles and values and directly or indirectly influencing their purchasing decisions. In addition, personal factors are also important factors affecting consumer purchasing behavior. Consumers' age, gender, occupation, education, financial status, mood, motivation, cognition, attitude, learning, memory, personality, and self-concept all impact their purchasing decisions. These personal factors determine the consumer's needs and preferences and affect the consumer's cognition and evaluation of the product, affecting the purchase decision. Finally, marketing factors will also impact consumers' purchasing behavior. Product brand image, price, promotion, and marketing channels will impact consumers' purchase decisions. Marketing activities can provide product information, stimulate consumers' interest in purchasing, and promote the completion of purchasing decisions. Improper marketing strategies may lead to consumers' aversion and distrust of products. Therefore, marketing activities must accurately grasp consumer demand and behavior characteristics and formulate reasonable marketing strategies to promote sales growth and build consumer loyalty. In this research, the researcher will choose the variables for customer behavior: Time, Way of buying, Spending per month, Payment method, Short video marketing app, Social factor, and Marketing factor.

2.3 Short Video Marketing

Short video marketing has positively impacted clothing sales through rich presentation methods, creative content, and user engagement (Zhang, 2020). They increase brand exposure, enhance product experience, drive sales conversions, and influence fashion trends and consumer preferences (Yang &Tang, 2019). However, brands and marketers must also maintain the authenticity and transparency of Short video marketing platforms to build a trustworthy brand image and long-term relationships with consumers. This paper reviews the domestic and foreign literature to explore the influence of living habits and Short video marketing communication on the loyalty of ethnic minorities' clothing. Wu (2019) China's Short video marketing clothing sales market has huge potential. Fierce competition among platforms, a combination of video display and purchase, brand cooperation and promotion, user-generated

content, social interaction, fashion trend guidance, and popularization of mobile payment are all important features of this market. With the continuous development of Short video marketing and the growth of user demand, Short video marketing clothing sales will continue to flourish. In recent years, through the rendering and dissemination of Short video marketing, the sales of ethnic minority clothing in the country have risen rapidly.

1. Emotional Resonance

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

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

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

Identity Theory: Emotional resonance may be related to consumers' identity. When consumers find their own culture, values, and identity in ethnic minority clothing, they are more likely to have emotional resonance and loyalty to the clothing(Li, Liu, Liu, Zhu, & Fan, 2020).

2. Share and Spread

Friedkin (1998)Social Influence Theory: Comments, shares, and spread on Short video marketing platforms may influence consumers' purchase decisions. When other users post positive comments and shares about ethnic clothing, it may increase the interest and loyalty of other consumers.

3. Impulse Spending

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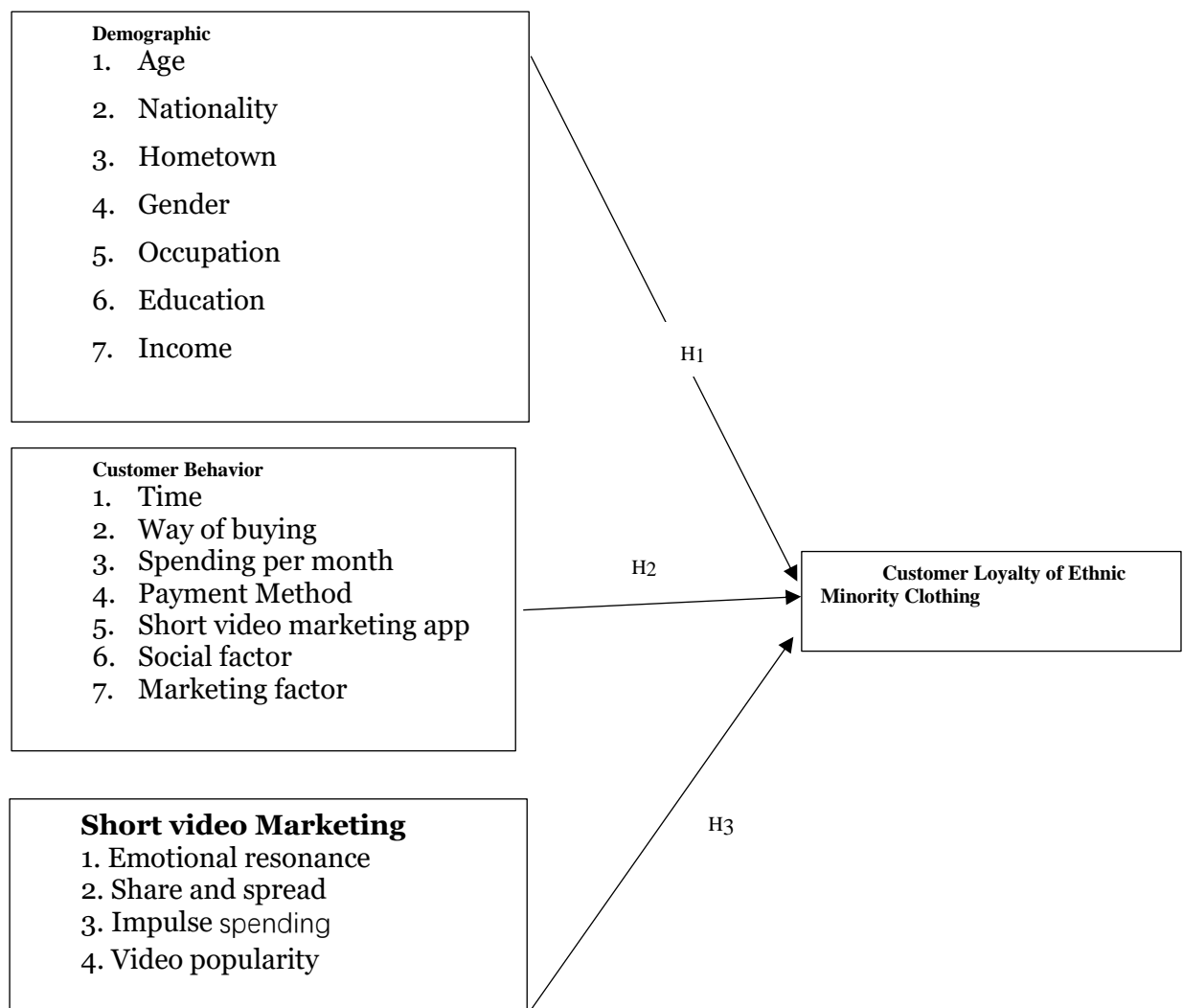
4. Video Popularity

Schunk (1989) Social Cognitive Theory: Popular videos may serve as a model for social learning, influencing viewers' purchasing behavior and attitudes. If the ethnic clothing displayed in the video is socially recognized and noticed, viewers may be more inclined to try and buy it and remain loyal. Friedkin (1998) Social Influence Theory: Popular videos may influence viewers' purchase decisions through social factors such as comments, likes, and shares. If the video resonates positively with viewers, they may be more likely to buy minority clothing and stay loyal.

Naeem (2021) Social Proof Theory: A popular video can serve as social proof that many people are interested in or support the product or brand. This social proof may increase audience motivation and loyalty. Kuo & Hou (2017) Brand Image and Identity Theory: Popular videos can influence brand image, making it easier for viewers to connect emotionally with a brand. When audiences identify with the values and culture of an ethnic clothing brand, they may be more likely to buy and remain loyal.

3.4 Customer Loyalty of Ethnic Minority Clothing

Katz-Gerro (2004) Cultural Consumption Theory: This theory emphasizes how individuals use consumption to express their cultural identity and affiliation. If ethnic minority clothing aligns with an individual's cultural values and identity, they might be more likely to develop loyalty towards those clothing options. Chang & Chieng (2006) Consumer-Brand Relationship Theory: This theory suggests that consumers develop relationships with brands like interpersonal ones. If ethnic minority clothing brands can build a positive emotional connection with consumers through their cultural significance and storytelling, it could lead to greater customer loyalty. Kim, Han & Park (2001) Brand Loyalty Theory: This theory focuses on the strength of consumers' emotional attachment to a brand. If ethnic minority clothing brands can evoke positive emotions and connections related to cultural heritage, consumers are likelier to remain loyal to those brands. Griffin (2002) states that widespread use of the Internet has changed how customers expect relationship building to work. Marketing and sales information is no longer pushed toward the customer. Ronghui (2006) states that Chinese ethnic minority clothing refers to the traditional costumes inherited, created, and worn by various ethnic minority groups in China. China has many ethnic minorities, each with a unique culture, history, and way of life, and their clothing reflects their characteristics and styles.

Conceptual Framework

Demographic
1. Age
2. Nationality
3. Hometown
4. Gender
5. Occupation
6. Education
7. Income

H1

Customer Behavior
1. Time
2. Way of buying
3. Spending per month
4. Payment Method
5. Short video marketing app
6. Social factor
7. Marketing factor

H2

Customer Loyalty of Ethnic Minority Clothing

Short video Marketing
1. Emotional resonance
2. Share and spread
3. Impulse spending
4. Video popularity

H3

3. RESEARCH METHODS

3.1 Samples

The sample frame of this study will be obtained from Chinese Short video marketing APPs. Sampling from large or representative minority groups ensures the broad applicability of results. In the whole sampling frame, cover as many customers who have purchased ethnic minority clothing as possible to achieve a representative description of customers who have purchased ethnic minority clothing in China. The samples for this study will be drawn from two representative Short video marketing platforms in China: Tiktok, Kuaishou, and Xiao HongShu. Each platform drew 135 people and 405 respondents, but the researcher collected data from 407 respondents.

3.2. Sampling Method

According to infinite population, the sampling method of this study is non-probability sampling, so the researcher will use convenient sampling.

3.3 Data Collection

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

The questionnaire mainly collects personal information, customer behavior, short video marketing, and other data from the respondents. Researchers will collect data from respondents who make online purchases on TikTok and Kuaishou.

3.4 Research Instrument

Part 1: Demographic Factors

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

Part 2: Customer Behavior

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

Part 3: Short Video

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

Part 4: Customer Loyalty

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

3.5 Reliability and Content Validity

Three experts with expertise in research tool development will independently evaluate the content and measurement of the questionnaire items to ensure that they effectively address the research objectives. The experts will rate each questionnaire item based on predefined criteria. The IOC index of the questions in the questionnaire is all above 0.67.

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

The results of the Customer Loyalty reliability was 0.941. The reliability is above 0.7. Therefore, the questionnaire is suitable for future use in collecting actual data.

3.4 Data Analysis
Descriptive Statistics

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

Customer behavior and Loyalty OF ETHNIC MINORITY CLOTHING for short video online shopping.

Inferential Statistics

Inferential statistics is employed to test the hypotheses at a statistical significance level 0.05. The analysis will evaluate the relationship between a dependent variable and independent variables under the following hypotheses:

Hypotheses 1: Differences in Demographic Factors generate differences in customer loyalty

Independent Sample t-test (Gender) and the One-way ANOVA (Age, Education, Occupation, Income, Nationality, and Hometown) are applied to test the hypothesis.

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

Hypotheses 3: Differences in Short video marketing generate differences in customer loyalty (Multiple Linear Regression Analysis is used to test the hypothesis.)

4. Result and Analysis
4.1 Descriptive Analysis
Table 1 Frequency and Percentage of the Respondents

Items	Categories	N	Percentage (%)
Age	A. under 18	64	15.72
	B. 18-24 years old	49	12.04
	C. 25-34 years old	101	24.82
	D. 35-44 years old	63	15.48
	E. 45-54 years old	101	24.82
	F. over 55 years old	29	7.12
Nationality	A: The YI	133	32.68
	B: Hani ethnic group	131	32.19
	C: Dai ethnic group	143	35.13
Hometown	A: Kunming	149	36.61
	B: Honghe	150	36.85

Items	Categories	N (%)	Percentage (%)
	C: Xishuangbanna	108	26.54
Gender	A: Male	196	48.16
	B: Female	211	51.84
	A: White-collar	64	15.72
	B: Blue collar	38	9.34
Occupation	C: Freelancer	130	31.94
	D: Civil servant	74	18.18
	E: Entrepreneur	101	24.82
	A: Uneducated	0	0
	B: Basic education	0	0
Education	C: Secondary education	92	22.60
	D: Higher education	192	47.17
	E: Postgraduate education	123	30.22
	A: Low income (under 2000/M)	119	29.24
	B: Low - and middle-income(2000-4000/M)	46	11.30
Income	C: Middle income (4000-6000/M)	139	34.15
	D: High income (Over 6000/M)	103	25.31
Total		407	100.0

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

Table 4.2 Frequency Statistics of Customer Behavior Factors

Items	Categories	N (%)	Percent (%)
1. What time do you usually buy clothes a day?	A. In the morning	25	6.15
	B. In the afternoon	81	19.90

Items	Categories	N (%)	Percent (%)
	C.In the evening	137	33.66
	D.At night	164	40.29
2. What is your favorite way to buy clothing?	A: Online	183	44.96
	B. Short video marketing	112	27.52
	C.Web store	112	27.52
3. How many times you spending per month?	A. 1 hour	92	22.60
	B. 2 hour	166	40.79
	C.3 hour	117	28.75
	More than 3 hour	32	7.86
4. What payment method do you often use?	A.By cash	14	3.44
	B.By Ali pay	164	40.29
	C.By WeChat	197	48.40
	D.Another way	32	7.86
5. Which Short video marketing app do you use to buy things?	A.Tik tok	74	18.18
	B.KuaiShou	109	26.78
	C.XiaoHongShu	224	55.04
6. Which of the following reasons do you care about minority clothing?	A: Culture (values，cultural traditions'religion，ethnicity)	26	6.39
	B: Political	126	30.96
	C: economy	168	41.28
	D: Legal environment	87	21.38
7. Which of the following reasons would you buy minority clothing?	A: Product brand image	95	23.34
	B: Price	113	27.76
	C: Sales promotion	112	27.52
	D: Marketing channel	87	21.38
Total		407	100.0

Table 4.2 analysis covers the time of purchase, Shopping Method, Monthly Spending Time, Payment Method, Short Video Marketing App Usage, Reasons for Caring, and Purchasing Minority Clothing. From the table, Time of Purchase: Most purchases occur at night, with 40.29% of respondents indicating this as their preferred time. Preferred Shopping Method: Online shopping is the most favored method, with 44.96% of the sample preferring this option. Monthly

Spending Time: The most common time spent on monthly shopping is 2 hours, chosen by 40.79% of respondents. Payment Method*: WeChat is the dominant payment method, used by 48.40% of the sample, followed by Alipay at 40.29%. Short Video Marketing App Usage: XiaoHongShu is the most popular platform for short video marketing, with 55.04% of the sample using it for customer loyalty. Reasons for Caring About Minority Clothing: Economic factors are the primary concern for 41.28% of respondents. Reasons for Purchasing Minority Clothing: Price is the leading factor influencing customer loyalty, with 27.76% of respondents citing it as their main consideration, ahead of other factors like brand image and marketing channels.

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

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

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

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

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

For Table 4.4, Share and Spread, the analysis results show that the mean value of vlogger products is 3.73. This indicates that customers' opinions on vlogger products are at the agreed level, followed by Short video and recommendation products. The average values are 3.65 and 3.63, respectively, indicating that customers' opinions on Short video and recommendation products are at the agreed level.

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

Impulse spending	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	SD	Meaning	Rank
impulse	3.2	4.9	22.9	35.6	33.4	3.91	1.02	Agree	1
performance	2.0	4.7	27.0	36.1	30.2	3.88	0.96	Agree	2
Favorite vlogger	2.0	4.7	27.3	36.1	30.0	3.87	0.96	Agree	3
Total						3.89	0.85	Agree	

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

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

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

For Table 4.6, Video popularity, the analysis results show that the mean value of followers is 3.29, indicating that customers' opinions on followers are at the Neutral level, followed by People and Video. The mean values are 3.25 and 3.25, respectively, indicating that customers' opinions on People and Video are Neutral.

Table 4.7 Mean Value and Standard Deviation of Customer Loyalty

Customer Loyalty	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	SD	Meaning	Rank
Share information	6.4	8.4	33.7	27.0	24.6	3.55	1.137	Agree	1
Buy again	8.8	9.3	28.5	29.5	23.8	3.50	1.203	Agree	2
unsatisfied experience	8.4	8.4	33.2	26.3	23.8	3.49	1.182	Agree	3

behavior	6.9	12.3	33.7	22.6	24.6	3.46	1.184	Agree	4
platform store	12.0	9.1	32.2	21.4	25.3	3.39	1.285	Neutral	5
Total						3.48	1.080	Agree	

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

Table 4.8 Descriptive Statistics for Short Video Marketing

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

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

4.2 Inferential Statistics
Inferential statistics were employed to test the hypotheses at a statistical significance level 0.05. The analysis evaluated the influence of the dependent variable on independent variables under the following hypotheses.
H1: Differences in demographic factors generate differences in customer loyalty.

Table 4.9 Summary Result of Hypothesis 1

Demographic	Customer loyalty
Age	-
Nationality	-
Hometown	-

Gender	-
Occupation	√
Education	-
Income	-
- The mean difference has a significant value of more than 0.05.	
√ The mean difference has a significant value less than the level of 0.05.	

From Table 4.9, This study found that gender (t (407) = -2.353, P = 0.197), age (F = 0.917, P = 0.470), nationality (F = 0.110, P = 0.896), hometown (F = 1.723, P =0.180), educational (F=0.475, P=0.622) and income (F=0.674, P=0.611) had no significant influence on customer loyalty. However, occupation (F=2.821, P=0.039) significantly impacted customer loyalty.

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

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

Table 4.10 Summary Result on Hypothesis 2

Customer behavior	Customer loyalty
buying time	-
way to buy	-
times per months	-
payment method	-
video marketing app	-
reasons for care	-
reasons for buy	-
- The mean difference has a significant value of more than 0.05.	
√ The mean difference has a significant value less than the level of 0.05.	

This study found that buying time (F =1.357,Sig. =0.256) ,way to buy(F =0..201,Sig. =0.895), times per months (F=0.452,Sig. =0.716),payment method(F= 2.006,Sig. =0.113) ,video marketing app(F=2.105,Sig. =0.099) ,reasons for care (F= 1.357,Sig. =0.256) and reasons for buy (F= 2.124,Sig. =0.097) had no significant impact on customer loyalty.

H3: Short video marketing impact on customer loyalty.

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

4.2.3 Short Video Marketing Impact on Customer Loyalty

Table 4.11 Summary of Model of Short Video Marketing Influence on Customer Loyalty

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.402[a]	.341	.313	.68173

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

From Table 4.24, the analysis results show that Short video marketing influences customer loyalty with multiple correlation (R)= 0.402. The ability to predict the analytical equation is 31.3% at the statistically significant level of 0.05, and the predictive analysis equations capability is 31.3%.

Table 4.12 Multiple Linear Regression on Short Video Marketing Factors

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

Equation 1:

$$Y = 1.189 + 0.001 X_1 + 0.241 X_2 + 0.250 X_3 + 0.126 X_4$$
$$(0.000^*) \quad (.984) \quad (0.003^*) \quad (0.002^*) \quad (0.004^*)$$

FOR

Y= Customer loyalty

X_1=Emotional resonance, X_2=Share and spread , X_3=Impulse spending, X_4=Video popularity,

It can be found from Standardized coefficients 1. Impulse spending is the most important variable influencing customer loyalty, with a regression coefficient of about 0.282, followed by Emotional resonance, Share and spread, and Video popularity, with a coefficient of 0.267, 0.150.

5.CONCLUSIONS
5.1 Demographic Factors

The demographic factors of the respondents indicate a diverse sample for this project. According to the analysis of Table 4.1, demographic analysis includes the age, nationality, hometown, gender, occupation, education, and income of the respondents. The most representative age group is 25-34, accounting for 24.82% of the total sample. Most respondents are from the Dai ethnic group, accounting for 35.13%. Geographically speaking, the sample is widely distributed in Kunming, Honghe, and Xishuangbanna, with Honghe having the highest number of respondents at 36.85%. In terms of gender, the majority are female, accounting for 51.84%. Regarding occupation, the proportion of freelancers among the respondents is the highest, at 31.94%. The education level of the respondents is relatively high, with the majority having received higher education, accounting for 47.17%. In terms of income, the middle-income group (4000-6000 per month) constitutes the largest portion of the sample, accounting for 34.15%. This study found that gender (t (407)=-2.353, P=0.197), age (F=0.917, P=0.470), nationality (F=0.110, P=0.896), hometown (F=1.723, P=0.180), education(F=1.723, P=0.180) and income (F=0.674, P=0.611) have no significant impact on customer loyalty, however, occupation (F=2.821, P=0.039), had significant impact on customer loyalty. The LSD approach is used to examine the

specific impact of occupation on customer loyalty.

5.2 Customer Behavior
The results found that Time of Purchase: Most purchases occur at night, with 40.29% of respondents indicating this as their preferred time. Preferred Shopping Method: Online shopping is the most favored method, with 44.96% of the sample preferring this option. Monthly Spending Time: The most common time spent on monthly shopping is 2 hours, chosen by 40.79% of respondents. Payment Method: WeChat is the dominant payment method, used by 48.40% of the sample, followed by Alipay at 40.29%. Short Video Marketing App Usage: XiaoHongShu is the most popular platform for short video marketing, with 55.04% of the sample using it for customer loyalty.Reasons for Caring About Minority Clothing: Economic factors are the primary concern for 41.28% of respondents. Reasons for Purchasing Minority Clothing: Price is the leading factor influencing customer loyalty, with 27.76% of respondents citing it as their main consideration, ahead of other factors like brand image and marketing channels. The analysis results indicate no significant difference in customer loyalty based on customer behavior factors such as buying time, way to buy, times per month, payment method, video marketing app, reasons for care, and reasons for buying.

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

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

Our research scope aligns with recent studies investigating the role of demographic factors in shaping consumer loyalty. For instance, a study by Liu-Thompkins et al. (2022), which examined customer loyalty in service industries, found that service provider factors had the strongest effects on loyalty. This is consistent with findings where occupation, a service-related factor, significantly affected customer loyalty.

In comparison, a study by Salminen et al. (2020) on short video marketing and purchase intention found that gender and age were significant demographic factors influencing consumer behavior. This differs from the results, where these factors did not significantly impact loyalty towards ethnic minority clothing. The discrepancy may be attributed to the different product categories and cultural contexts studied. Another relevant study by Wang et al. (2021) focused on digital influencers and their impact on purchase intentions, noting that demographic factors play a role in how consumers respond to influencer marketing. This study supports the notion that demographic factors can influence consumer behavior

in the digital space. This is relevant to our investigation of short video marketing's impact on ethnic minority clothing loyalty.

6. 2 Customer Behavior

Regarding consumer behavior, research has shown that factors such as the time of purchase, shopping method, monthly consumption time, payment method, use of short video marketing app usage, and reasons for caring about and purchasing ethnic minority clothing have no significant effect on consumer loyalty. Contrary to the findings of the American Psychological Association (2022), customer behavior significantly impacts the loyalty of ethnic minority clothing customers, indicating that customer behavior and short video marketing have a positive effect on increasing customer loyalty to ethnic minority clothing in China. Gray et al. (2023) analyzed consumer shopping behavior on short video platforms, pointing out a significant association between shopping time, payment methods, and brand loyalty. The study suggests that consumer habits on short video platforms differ significantly from traditional shopping methods.

6.3 Short Video Marketing

The results found that short video marketing impacts customer loyalty to ethnic minority clothing. It is inconsistent with Li et al. (2020) proposed theory of emotional resonance, which suggests that when content or experience resonates with an individual's emotions, values, beliefs, or personal experiences, it will trigger strong emotional reactions, affecting purchasing decisions and loyalty. Friedkin (1998) proposed the theory of social influence, which suggests that comments, sharing, and dissemination may influence consumers' customer loyalty. Among them, it can be concluded that there is a discrepancy with the research viewpoint that research results show that emotional resonance has no significant impact on consumer loyalty, which is inconsistent with the theoretical prediction of Liet al. (2020).

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