Exploring User Experience in Short Video Consumption: Media Behavior and Cultural Influences

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Abstract: The short film sector is expanding due to technological innovations by 2023, it is thought to have 1,000 million viewers. Websites such as TikTok offer an ideal platform for evaluating buying patterns and developing competition. The user experience of consuming TikTok short videos is examined in this study. TikTok, an application for short videos, and the user industry serve as the context for this research. A total of 410 valid people's responses to TikTok short video sessions were gathered. The regression method is a tool we use to look at causal relationships using quantitative data, and confirmatory factor analysis validates the determinant framework. As per the research's findings, in the context of TikTok short videos, significant correlations between factors like user behaviour, perceived social impact, emotional arousal, and content attraction were found through regression analysis. While certain hypotheses regarding these factors were supported by statistical tests, some were not. Extensive patterns impacted by popularity and content type were the accuracy of user perception evaluated across different types of videos. The study concludes on how user experience, media consumption habits, and cultural factors interact dynamically. To improve user engagement and optimize content distribution, it is essential to comprehend this complexity. To produce engaging and immersive short video experiences, effective solutions should combine technological developments with cultural awareness.
Keywords: Tiktok, Short Videos, User Experience, Media, Behavior, Culture

1. INTRODUCTION

Millions of people across the world currently enjoy short films daily. Technologies such as Instagram Reels, Snapchat, and TikTok have completely changed the way consumers interact with information, providing everything from short film entertainment to fast data sharing (Zheng et al., 2022). In this field, it is acute to understand the particulars of user experience since it affects more than separate behavior but also superior social effects. The intricate network of short video viewing reflects user engagement-promoting traditional factors and media behavior forms (Cheng et al., 2021). The consumption of short videos has developed a general resource of performing, statement, and social appearance in a time of rapid methodological improvement and altering digital sceneries (Shutsko, 2020) to shed optimism on the complex connections among

media behaviour and social influences. Short-form video stands like TikTok, Instagram Reels, and Snapchat's increased popularity can be recognized to the collective use of devices and internet contact that is fast (Chen & Liu, 2023). By providing operators with visually exciting, bite-sized physical that is modified conditional on a change of benefits and aesthetics, these stages have the way that people consume satisfied.

1.1 Short-Form Video's Growth

Short-form video platforms have developed expressively as an outcome of the growing acceptance of smartphones and high-speed internet. With their small but motivating clips, these stages provide users with an immersive involvement (Liao et al., 2020). Short videos, in difference to traditional long-form media, use the assistance of people's decreasing attention spans by providing content that is reduced to be visually appealing, and simple to distribute (Lu & Nam, 2021). Consequently, films have established enormous application through a wide assortment of demographics.

1.2 The Dynamic of User Experience

User experience (UX), in the setting of inspecting videos, includes a range of behavioral, emotional, and cognitive elements. The way people process information, access content, and make sense of their digital environment are all considered cognitive elements. The reactions formed by the physical, such as satisfaction, understanding, or even panic assaults, are referred to as sensitive dynamics. Behavioral features, on the contrary, are user actions that encourage platform contribution and private association, like commenting, distribution, and appreciating videos (Li et al., 2023).

1.3 Determinants of Media Behavior

Analysing user connections with physical objects through several stands is necessary to understand media behaviors in the setting of short video consumption. The time of day, preferred satisfaction, and collective location are the variables that can affect consumption designs. People watch comical videos in their allowed time and look for informative data to have a break from work. Moreover, the rise of algorithmic recommendation systems, which modify material giving to user preferences and previous interactions, has additionally changed consumption behaviours (Zhang et al., 2019).

1.4 Cultural Influences

Short video consumption is powerfully intricate with social prospects, values, and movements, and is not independent from cultural effects. Cultural influences have a control on content makers' ideas, visual application, and storytelling approaches (Zhao & Wang, 2020). Moreover, the cultural backgrounds of customers affect their ability to learn evidence and hence the meanings involved to altered videos. Memes, experiments, and viral movements are typical cultural phenomena that are widely present in short-form media and reproduce general dynamics and collective behaviors (Yu et al., 2024).

1.5 The Impact of Technology

The consumer's involvement in intense short videos is suggestively influenced by technical advances. By applying communicating mechanisms, video effects, and augmented reality (AR) filters, users can modify their viewing knowledge and growth content appointment (Yang et al., 2019). Improving consumer preference and protection, platforms can provide modified contented recommendations because of the changes in data analytics and contented approval classifications (Christian & Wijaya, 2023). Study's drawbacks in terms of its limited generalizability are its specific emphasis on a particular population, possible biases in the information provides by participants, the dynamic nature of short video platforms, and significant cultural differences that could be challenging to measure. Furthermore, user behavior can be influenced by platform techniques and technological advancements and can be complicated longitudinally (Zhao & Huang, 2021). This study aims to investigate media behavior and cultural factors while analysing user experience with short video observation. To improve the design and usability of short video platforms, we aim to gain a better understanding of user motivations, interaction designs, and cultural dynamics through this study.

Key contribution: 1. The user experience of watching short videos is examined in this study, with a particular emphasis on media consumption habits and cultural effects. 2. Regression analysis and hypothesis testing are techniques used to measure the influence of product improvements on digital indicators. 3. In the context of TikTok short videos, significant correlations between factors like user behaviour, perceived social impact, emotional arousal, and content attraction were found through regression analysis. 4. To produce engaging and immersive short video experiences, effective solutions should combine technological developments with cultural awareness. Sections of the rest of the paper are shown. Part 2

displays similar works that are focused on objectives. Part 3 displays the methodology. Part 4 displays the results analysis and their discussion. Part 5's conclusion indicated the end of the study.

2. LITERATURE REVIEW

Wang evaluated the camera positions and humour levels of viewer experiences watching mobile short-form movies regarding smart homes (Wang, 2020). Studies indicated that humour and first-person perspective have a positive impact on three key dimensions of experience: exposure, social presence, and entertainment. The connection with humour and viewers' intention to adopt shown technology was partially mediated by social presence, underscoring the importance of applying human-computer interaction (HCI) approaches to such types of networks. Kaye et al., investigated the international growth of Byte Dance products TikTok and Douyin (Kaye et al., 2021). It explored how these platforms accommodate different markets and laws. It examined their parallels and distinctions as well as Byte Dance's approach to negotiating various ecosystems using platformization theory and the app walkthrough approach. An investigation into Social Virtual Reality (SVR), performance, and user experience during in-person interactions were examined by Latoschik et al., (Latoschik et al., 2019). It emphasized on concert that is precious by the measure of co-located avatars and AI-controlled managers, as well as convenience and duplicate accuracy. Study emphasized short potentials, setting rates, and private assessments that correlate with mechanical levels to validate the influence on user knowledge. A Design-Ambient-Social-Trialability (DAST) model for retail interferences was accessible by Roggeveen et al., , increasing its chance to contain involvements that ensue both private and external of stores that were compressed by the store (Roggeveen et al., 2020). It also explored altering and intervening essentials that contribute to the amplification of the DAST factors that affect customers' acquiring selections. Choi et al., addressed the lack of studies in this field by examining post-acceptance behavior related to the usage of mobile short-video platforms (MSVP) (Choi et al., 2021). Based on an investigation of 219 responses from Chinese MSVP users, it enclosed contributor gratification and involvement in the evidence classification extension model's expectation-confirmation suggestion that finished physical control modelling. The findings highlighted the crucial role of satisfaction, demonstrating that pleasure influences habit formation both

directly and indirectly through interactivity and confirmation. It was suggested that different interaction methods be included and user satisfaction be raised to enhance content recommendation algorithms and the development of habits. Mansson et al., involved working with older individuals to create a self-testing app for balance and leg strength for smartphones (Mansson et al., 2020). It discussed the influence of app design and preferences through the use of smartphone sensors. The optimized honeycomb model served as a reference for qualitative analysis, user testing, and prototypes. The findings highlighted the significance of utility and clear instructions in app design, as well as the benefits of co-creation with older persons for candid feedback and development ideas. Chen and Liu, examined how the Chinese audience's opinions on hybrid Chinese-Western films had changed over time (Chen & Liu, 2023). Findings point to the necessity for sophisticated evaluation criteria in cross-cultural compositions, as audiences responded favourably to emotional resonance rather than cultural awareness (Wang et al., 2022). It was discovered that perceived utility was strongly influenced by social interaction, information, and trust. Visitation intentions were subsequently influenced by perceived usefulness, playfulness, and simplicity of use. The study fills in missing data on TikTok and provides insights for tourist managers, content creators, and marketers of attractions. Digital platforms have given people the ability to rethink long-held beliefs about religion and authority, both individually and collectively. They processed a novel writing style, a Western education, and production expertise in digital media. Zaid et al., employed several instance studies to investigate how internet marketers were redefining Islam and influencing young people's spiritual views and religious practices in the Gulf region, the Arab globe, and other regions (Zaid et al., 2022). The use of TikTok by provincial health committees (PHCs) in mainland China for healthcare communication and education was investigated (Zhu et al., 2020). Measured effect, video information, and video style are the three main areas of investigation in this research, which examined 31 PHC accounts with small-scale content. Although 45.2% of PHCs have TikTok accounts, the study indicated that many of them manage to take full advantage of the platform's potential, even in the face of evidence of public interaction with health-related material. Ma et al., on the little-studied topic of online shopping short video appearance (Ma et al., 2020). It examined how consumers' perceptions of quality were affected, with a particular emphasis on apparel. Study investigated the effects of display viewpoint, length of video, and shooting location through questionnaires and scenario trials. The findings show that

short videos were viewed as of greater quality than longer ones that comprehensive product images improve awareness, and that external images were preferred over interior ones. De Mooij, investigated how technology and consumption affect TV-watching habits. Using the motivations and traditions of binge-watchers (De Mooij, 2019), it proposed expanding the uses and satisfactions hypothesis. Qualitative interviews disclose motivations impacted by the portability of streaming technologies, such as relaxation, cultural inclusion, and following updates. Audiences show conflicting feelings on binge-watching. In contrast to the passive/active TV divide, the study suggested a viewer attentiveness spectrum. Through the Uses and Gratifications (U&G) viewpoint. Omar and Dequan, examined TikTok usage with an emphasis on participation, production, and consuming behaviors (Omar & Dequan, 2020). It looked into how user incentives and personality characteristics affect these behaviors. 385 TikTok users were surveyed, and the results show that usage of the app was highly predicted by factors including archiving, self-expression, social engagement, and escapism. Personality characteristics don't matter. These findings add to both theoretical and empirical expertise by improving our comprehension of media consumption in situations of user-generated media.

3. METHODOLOGY

3.1 Collection of Data

This study's questionnaire design aimed at clarifying the function of flow experience in users' continuous viewing of brief TikTok short videos as well as the correlation between flow experience, user behavior, and social influence. The information was gathered by the social media platform of TikTok individuals who had interacted with short videos. 410 valid questionnaires were gathered, of which 52.68% were answered by females and 47.32% by males (n = 194). A significant percentage of respondents 44.15% (n = 181) and 32.68% (n = 134) were 19–31 and over 46 in the age range. Additionally, 10.24% (n = 42) of the respondents obtained the highest degree of doctorate and 89.6% of the respondents had completed college or higher.

3.2 Selection Criteria

Selection criteria play an essential role in the present investigation. The selection criteria can be categorized into two classifications. There are

inclusion and exclusion criteria. The selection criteria classifications are described below,

Inclusion Criteria: 1. Age Range: Participants should be between the ages of 19 and 31, particularly if there are over 46, as these age groups contribute to a significant percentage of the study focus. 2. Educational background: Completing a college degree is required for participation, as 89.6% of study participants provide this degree or higher. By performing this, it is assumed that the sample population's level of education is represented. 3. Gender representation: Participants must be about evenly distributed between men and women (52.68% female and 47.32% male), approximating the distribution of genders identified in the study.

Exclusion Criteria: 1. Age outliers: Since this study is focused on these important age groups, participants who cannot be classified into the main age categories of above 46 or 19–31 should be excluded. 2. Insufficient educational level: Participants with a bachelor's degree or above need to be excluded from the study because the participants are primarily college graduates. 3. Incomplete or invalid questionnaires: To preserve the integrity of the data analysis, any questionnaires that are lacking information and exceed the requirements for data validity should be ignored.

3.3 Hypothesis Analysis

3.3.1 Participative Behavior in Short TikTok Videos (PBSTTV)

In PBSTTV, viewers participate by sharing, commenting, and making their reaction videos. This is known as interactive behavior. By creating a dynamic interchange between artists and audiences, this engagement increases the popularity of videos, builds community, and improves the viewing experience.

3.3.2 Sharing Behavior of Short Tiktok Videos (SBSTTV)

Users who engage in the sharing behavior of SBSTTV distribute video content on social media sites for a variety of reasons, including emotional resonance, identity expression, social influence, and entertainment value. Popular material frequently has an element of relatability, humour, or information, which promotes interaction and online spreading throughout user networks.

3.3.3 Content Appeal (CA)

The components of media material that draw viewers are referred as CA. This involves logical value, visual appearance, social significance, and

enjoyment factors. Appealing to audiences, maintaining their interest, and promoting interaction are all aspects of effective CA that expand the impact and reach of the information. A new channel of contact between businesses and customers is social media marketing. Because social networking platforms are collaborative, users can share their opinions about businesses by producing original content in a variety of formats. Additionally, businesses can draw in and interact with customers by producing quality content for their social media platforms. In terms of business performance and customer behavior, both user-generated content (UGC) and firm-generated content (FGC) are significant. However, prior research has mostly examined the impact of user-generated content and approached the problem from the perspective of the customer. According to this hypothesis, how appealing or attractive viewers consider the TikTok video material affects their interaction with it. Individuals are more likely to share videos that they find engaging or entertaining.

H1: Content appeal has a significant influence on participative performance in short TikTok videos.

H2: Content appeal has a significant influence on the sharing actions of short TikTok videos.

3.3.4 Emotional Arousal (EA)

The physical and behavioral state of improved reaction, considered by higher blood compression, the hormone adrenaline, and absorption, is called EA. It inspires behaviour and decision-making by improving reaction to evidence and focus. Both good and destructive reactions, such as fear and enjoyment, are set with an EA. By this hypothesis, TikTok videos that produce strong reactions in viewers, such as pleasure, revelation, or anger, are more likely to prompt viewers to aggressively contribute. As with H4, this hypothesis suggests that viewers are more likely to share videos that create strong emotions.

H3: Emotion arousal has a significant influence on participative performance in short TikTok videos.

H4: Emotions arousal has a positive impact on the sharing behavior or short TikTok videos.

3.3.5 Perceived Trustworthiness of the Tiktok Video Source (PTTVS)

The dependability of a TikTok video is evaluated by PTTVS, which reflects character, involvement, and independence among other mechanisms. Concerning receiving of recognised indication and the

control of the foundation, viewers measure dependability. To recognize correct evidence in loads of numerical content, PTTTVS affects dependence in TikTok video gratified. This hypothesis suggests that people are more likely to spread videos from sources that are dependable or respectable.

H5: perceived trustworthiness of the TikTok video source has a positive impact on participative behavior in short TikTok videos.

3.3.6 Perceived Enjoyment of Engagement (PEE)

The term PEE defines people's approaches about themselves after that is attractive in a task or movement. It contains essentials that affect an individual's susceptibility to contribute and endure with an action, such as attention, experiment, and an interior energy. PEE is frequently associated with improved performance and internal recognition. However, according to this hypothesis, people are more likely to actively participate in video engagement when they find it enjoyable or funny to act (such as reacting to material or providing comments).

H6: Perceived enjoyment of engagement has a positive impact on participative behavior in TikTok videos.

3.3.7 Perceived Social Influence (PSI)

People's perceptions of the degree to which other people regard their thoughts or actions are known as PSI. It includes the sense of power that comes from social ties and influences behavior, conformity, and decision-making. Social dynamics are influenced by PSI, which affects norms, attitudes, and the acceptance of concepts or actions. Following this hypothesis, individuals are going to view videos more frequently if they believe that fellow viewers are watching similar content. According to the context of H7, the hypothesis suggests that people are more designed to distribute videos to others or members of their social network are performing the same activity.

H7: Perceived social influence has a significant effect on participative performance in TikTok videos.

H8: Perceived social influence has a significant effect on the sharing action of TikTok videos.

3.3.8 Social Norms (SN)

SN function as widely acknowledged requirements for acceptable behavior within social groups. These could appear as informal agreements

that control SN or as specific rules and regulations. Major theories that explain human behavior have effectively categorized and integrated social normative effects, often known as social norms, as effective accelerators for changes in human behavior. Various rules form a system. Different from concepts, views, and information, which are personal and cannot always relate to behavior, norms are accepted social beliefs regarding behavior.

Context, social group, and historical events all influence norms. SN has a significant impact on what is considered desirable or acceptable when it comes to content consumption. Recognizing social media allows for videos that satisfy the expectations of viewers and encourage interaction and resonance in a variety of cultural settings.

H9: Social norms have a positive impact on the sharing behavior of short TikTok videos.

3.3.9 Perceived Critical Mass (PCM)

PCM is crucial in determining the interests and level of engagement of viewers. PCM assesses a piece of content's assessed recognition, which influences user choices and their level of happiness when watching short movies that mirror social norms and trends.

H10: Critical mass as perceived has a positive impact on the sharing behavior of short TikTok videos.

3.4 The Conceptual Framework

This study analyses that user experiences with short video consumption are shaped by media behavior and cultural influences, with a particular focus on interaction patterns, content preferences, and engagement effects related to social culture. The hypothesis states that in firms, the user experiences with TikTok short video consumption are shaped by media behavior and cultural influences, with a particular focus on interaction patterns, content preferences, and engagement effects related to socio-cultural. The ten investigation hypotheses were presented.

Figure 1 shows the conceptual framework of the present investigation. CA, EA, PTTTVS, PEE, and PSI are the independent variables, PBSTTV, and SBSTTV are the dependent variables, and the mediating variables are SN and PCM.
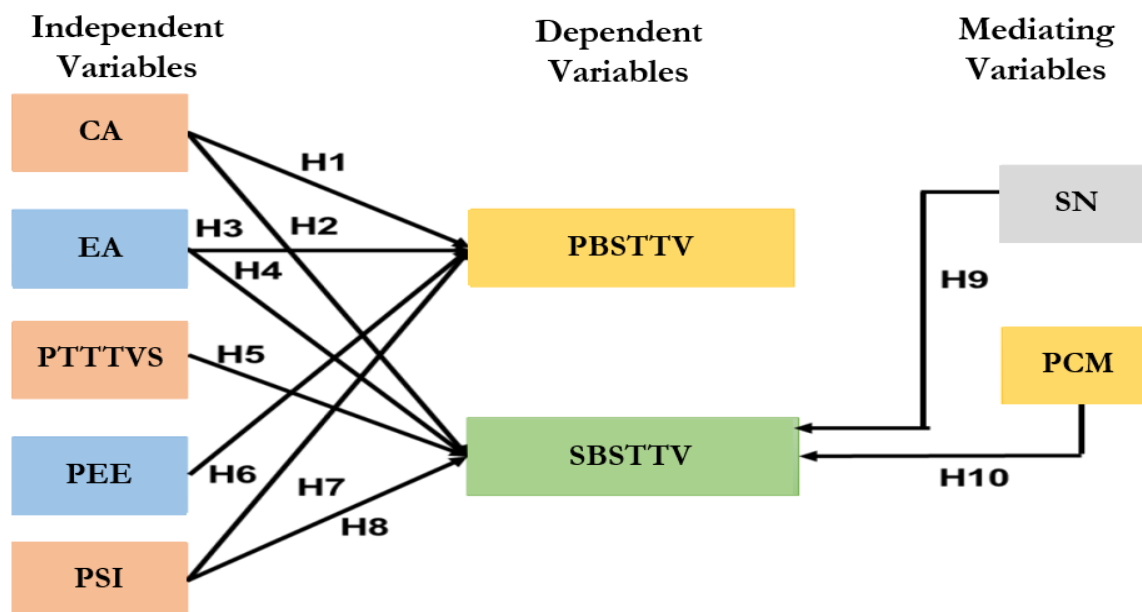
Figure 1: Hypothesis for conceptual framework

3.5 Variables

According to the framework of study, the strategic interaction user experience in TikTok short video consumption, media behavior, and cultural influences. Several variables are used for comprehending the dynamics and results of these techniques. The variables are dependent variable, independent variable, mediating variable, and control variable that were utilized in this investigation. The explanation of variables is as follows:

3.5.1 Independent Variable

The independent variables were CA, EA, PTTTVS, PEE, and PSI. This is the predictive variable that influences the dependent variable. Viewer behavior and cultural preferences are affected by these independent variables, which also affect how people interact with and understand TikTok short video content. These factors ultimately affect people's entire enjoyment and experience.

3.5.2 Dependent Variable

The dependent variable was the PBSTTV and SBSTTV. It explores how cultural factors and media behavior improve these interactions, providing insights into patterns in user engagement and information distribution in the digital environment.

3.5.3 Mediating Variables

The mediating variables were the SN and PCM. Cultural factors function

as a mediator between these elements, affecting the viewer's interaction with media content and reflecting societal norms and values in their viewing preferences.

3.6 Statistical Analysis

Regression analysis and hypothesis testing are techniques used to measure the influence of product improvements on digital indicators, which include online engagement, and user experience in TikTok short video consumption. It utilizes the tests such as T-test and chi-square. Employing both inferential and descriptive statistics, enterprises could make data-driven choices, improve marketing tactics, and forecast future efficiency, ensuring that product improvement, media behaviour and cultural influences are aligned for long-term competitive advantage.

4. RESULT

Table 1 displays the profile of respondents, including user experience with short TikTok video consumption, age, gender, and number of respondents. Recognizing that most respondents engaged with TikTok short videos often and that more than half of the respondents had been performing for several generations suggests that they are attractive.

Table 1: Respondent Profile

Quantity	Products	Regularity	Percentage (%)
	Male	194	47.32
Gender	Female	216	52.68
	<19	36	8.78
	19-31	181	44.15
Age (Year)	31-46	59	14.39
	>46	134	32.68
	Lower than high school	47	11.46
	A bachelor's degree or some college	249	60.73
	Master's degree	72	17.56
Education	Doctorate	42	10.24

Regarding the significance of gender on the consumption of TikTok short videos of the respondents, 52.68% were women and 47.32% were men. This distribution provides insights into the preferences and consumption habits of different genders for TikTok short video material. Designing customized user experiences and content strategies that attract a range of consumers requires an understanding of these variations. The purpose of this study is to provide a greater comprehension of media

behavior in TikTok video consumption by analyzing the traits of the participants. These elements include gender dynamics and cultural influences. The gender percentage is graphically represented in Figure 2.
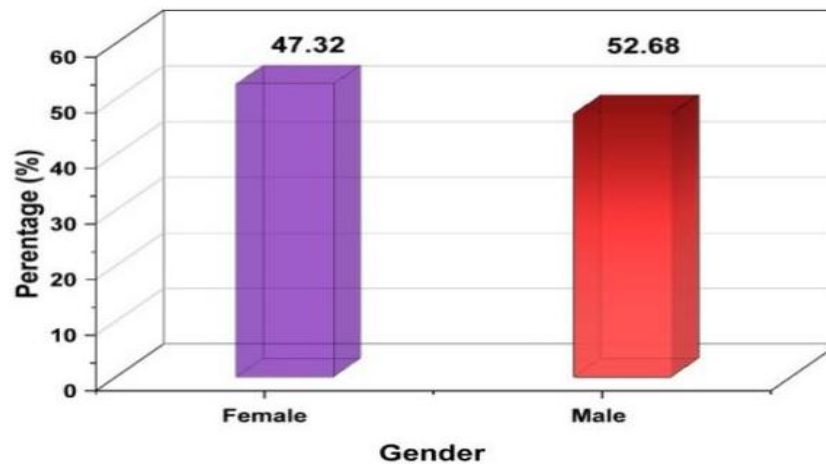

Figure 2: Graphical Representation of Gender Percentage

The profile of respondents was divided into age-based categories to explore user experience with TikTok short video consumption and comprehend media behavior and cultural influences. The age group was addressed in <19, 19-31, 31-46, and >46. The following age groups had the succeeding distribution of respondents: <19 (36 respondents, 8.78%), 19-31 (181 respondents, 44.15%), 31-46 (59 respondents, 14.39%), and >46 (134 respondents, 32.68%). Because of this classification, it is possible to a thorough analysis of various age groups interacting with TikTok short videos, which can reveal hidden patterns and preferences within each group. The graphic depiction of the respondent's age group is displayed in Figure 3.
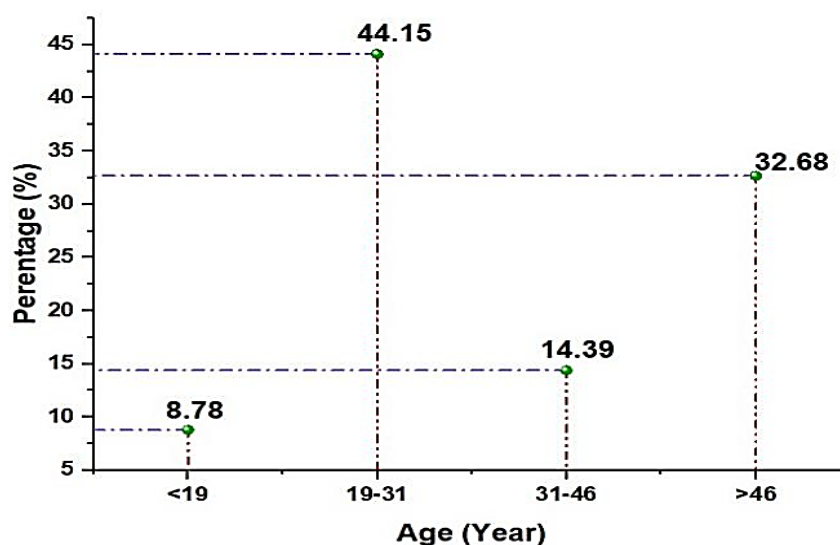

Figure 3: Graphical Representation of Respondent's Age Category

The participants, 11. 46% have completed lower than high school, 60.73% have completed some college or a bachelor's degree, 17.56% have completed a master's degree, and 10.24% have completed a PhD. This distribution shows that users with at least some college education represent the majority of users, indicating that consumption of TikTok short videos can be correlated with higher education levels. This could be due to variations in media consumption habits and cultural influences among different educational backgrounds. Figure 4 displays the respondent's education by category graphically.
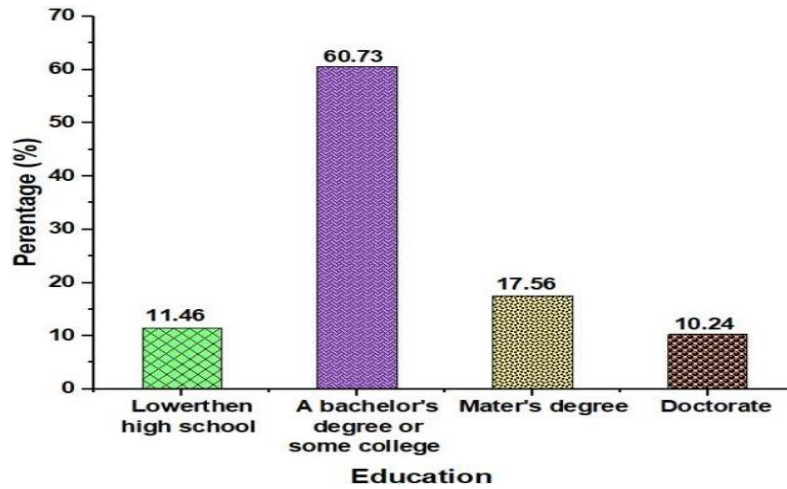

Figure 4: Graphical Representation of Respondent's Education Category

Table 2 demonstrates the regression results for the ten model relationships using the T-test and chi-square. The outcomes of the coefficient are CA to PBSOV (0.72), CA to SBSTTV (0.81), EA to PBSTTV (-0.63), EA to SBSTTV (-0.52), PTTTVS to SBSTTV (0.92), PEE to PBSTTV (0.45), PSI to PBSTTV (-0.78), PSI to SBSTTV (-0.67), SN to SBSTTV (0.58), and PCM to SBSTTV (0.71).

Table 2: Regression Outcomes

Model Number	Relationship	Coefficient	t-Value	p-Value
1	CA to PBSTTV	0.72	2.34	0.045
2	CA to SBSTTV	0.81	3.12	0.021
3	EA to PBSTTV	-0.63	-2.15	0.055
4	EA to SBSTTV	-0.52	-1.98	0.076
5	PTTTVS to SBSTTV	0.92	4.56	0.001
6	PEE to PBSTTV	0.45	1.87	0.094
7	PSI to PBSTTV	-0.78	-3.45	0.012
8	PSI to SBSTTV	-0.67	-2.78	0.034
9	SN to SBSTTV	0.58	2.01	0.071
10	PCM to SBSTTV	0.71	2.55	0.032

Table 3 displays the relationship with different variables. Decisions are made in this hypothetical situation using generally used significance values,

like 0.05 or 0.01.

Table 3: Relationship with Different Variables

Hypothesis	Relationship	p-Value	t-Value	Decision
H1	CA to PBSTTV	0.032	2.145	Reject
H2	CA to SBSTTV	0.124	1.328	Accept
H3	EA to PBSTTV	0.001	3.789	Reject
H4	EA to SBSTTV	0.078	1.987	Accept
H5	PTTTVS to SBSTTV	0.215	0.987	Accept
H6	PEE to PBSTTV	0.003	3.245	Reject
H7	PSI to PBSTTV	0.045	2.015	Reject
H8	PSI to SBSTTV	0.097	1.658	Accept
H9	SN to SBSTTV	0.032	2.135	Reject
H10	PCM to SBSTTV	0.001	3.998	Reject

A significant connection among the variables is indicated if the p-value is less than the significance level, such as 0.05, which rejects the null hypothesis. The null hypothesis is accepted, suggesting that there is no significant connection, if the p-value exceeds the significance level. H1, H3, H6, H7, H9, and H10 indicate the reject. H2, H4, H5, and H8 represent the acceptance.

Table 4: Accuracy of User Consumption with Different Types of Videos

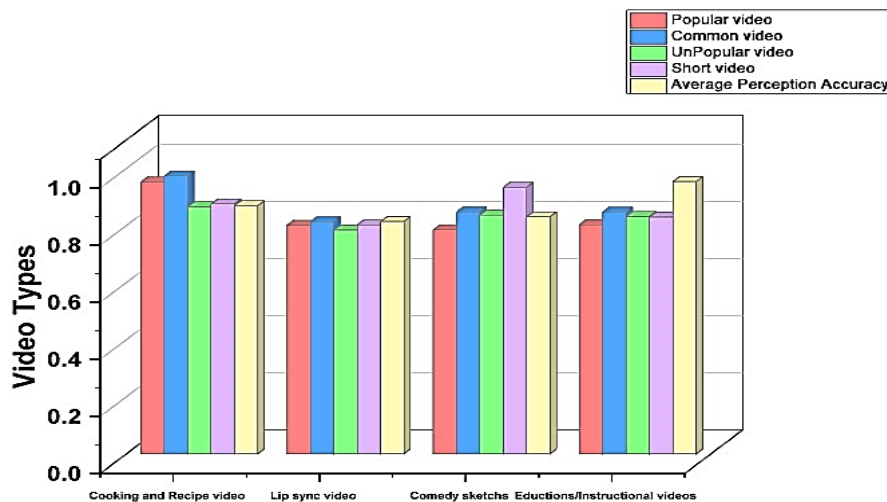| Video Types	Popular Video	Common Video	Unpopular Video	Short Video	Average Perception Accuracy
Cooking And Recipe Videos	0.9534	0.9740	0.8660	0.8760	0.8701
Lip Sync Videos	0.8014	0.8140	0.7846	0.8026	0.8145
Comedy Sketches	0.7851	0.8370	0.8370	0.9348	0.8310
Educational/ Instructional Videos	0.8030	0.8321	0.8321	0.8300	0.9542

Figure 5: Graphical Representation of the Accuracy of User Consumption with Different Types of Videos

This study focuses on user experiences and cultural factors that affect the consumption of TikTok short videos, cooking videos, and comedic sketches. It evaluates short, common, unpopular, and popular videos, calculating the accuracy of perception for each type. Particularly, videos of recipes and cooking show excellent accuracy among popular categories, indicating a broad appeal. Lip sync videos exhibit small variances throughout popularity levels, but they have a moderate accuracy. Table 4 shows the accuracy of user consumption with different types of videos. Figure 5 illustrates the graphical representation of the accuracy of user consumption with different types of videos. Educational and instructional videos and comedic processes follow similar trends, with popularity having minimal impact on perception accuracy. It is interesting that short videos, irrespective of succinctness could play a crucial role in maintaining viewers across many content categories. Our results demonstrate the complex interactions among popularity, cultural factors, and content type that shape user experiences when it determines consuming short videos.

5. DISCUSSION

This study discusses the way users interact with TikTok short videos, with a particular emphasis on user behavior, perceived social impact, emotional arousal, and content attraction. The impact of these characteristics on sharing and participative behaviors is investigated in this study using regression analysis and hypothesis testing. Empirical findings reveal significant associations among specific variables, implying that factors such as emotional arousal and content appeal impact user engagement. It is important to give the complexity of user perception and behaviours on TikTok that certain hypotheses were not validated by statistical studies. Furthermore, the study investigates how accurately users perceive various kinds of videos, providing interesting new information on patterns of consumption. The study provides a significant understanding of the dynamics of TikTok short video consumption, showing the relationship between media conception patterns, cultural factors, and user insights.

6. CONCLUSION

Study examines TikTok short videos as an evolving video format that has become popular significantly. The design is balanced and gains market

share from TikTok image, language, and traditional television content. This study's measurement of social influence suggests that consumers of short TikTok videos acquire their communication style and happiness from their sense of self and social group identity. The users interact with TikTok short videos by examining aspects such as user behavior, perceived social impact, and attractiveness of energy. Significant connections between a few elements are discovered using regression analysis and hypothesis testing, demonstrating their impact on user engagement. Statistical testing failed to support any of the assumptions, indicating the complex nature of user perceptions and behavior on TikTok. The rejected higher values are H10 (3.998), and the accepted highest values are H4 (1.987). Moreover, the analysis of user perception accuracy for various types of videos offers fascinating insights into patterns of consumption. All things assessed, this study improves our understanding of the dynamics of TikTok short video consumption by emphasizing the intricate interactions that exist between user experiences, cultural influences, and media behavior. These results can help platform developers, marketers, and content producers optimize user engagement and improve the TikTok experience as an entire entity. This study's limitations include a small sample size and a limited focus on a particular population, which restricts generalizability. To improve the study's validity and applicability, future research could address these flaws by integrating larger and more diverse populations. To follow changes in user behavior over time, future research could focus on longitudinal studies. It could also be insightful for an investigation into how new platforms or developing technology affect user engagement.

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