

# Research on the Development Strategies of Store Exploration Short Videos of Wenzhou in Tiktok

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## Abstract

As a new form of business in the Internet industry, the shop exploration has become a connector for consumers and physical businesses, which can help the recovery of consumption. However, the threshold of shop-exploration short videos is low, and the short video platform lacks basic evaluation system and complaint handling mechanism, resulting in the problems of homogenization, vulgar and low credibility of store-visiting short videos, which hindering the healthy development of the industry. This paper collects data on Wenzhou shop-exploration short videos on the Tiktok platform, and analyzes the title text and comment text by NLP. On this basis, the content of such videos is analyzed from four dimensions, namely, communication power, user comments, content production and account body, so as to propose the existing problems and development strategies of Wenzhou shop-exploration short videos. This will stimulate the vitality of Wenzhou consumer market and bring higher economic benefits to the society.

## Keywords

Tiktok platform, communication power, Wenzhou shop exploration.

## 1. Introduction

Shopping guide refers to the practice of providing consumer advice through on-site consumption experience for consumers and attracting customers for businesses. As a new format in the Internet industry, it is a connector between consumers and physical businesses, which can help revive consumption. As of April 21, 2023, the TikTok "Shopping Guide" topic short video has been viewed by 182.296 billion times. In 2022, 72% of businesses on the TikTok lifestyle service platform invited influencers to shop and received orders. However, the threshold for short videos on shopping guide is low, and short video platforms lack basic evaluation systems and complaint handling mechanisms, resulting in homogenization, vulgarization, low credibility, and other issues in short videos on shopping guide, which hinder the healthy development of the industry.

### 1.1. The current development status of short video of store exploration of Wenzhou in Tiktok

Currently, the cumulative views of the "Wenzhou Shopping Guide" topic on TikTok have reached 930 million times. However, there are significant disparities in the individual development of Wenzhou-based TikTok accounts dedicated to shopping guides. Apart from a few top influencers, many other Wenzhou shopping guide accounts exhibit varying quality in their short videos, with poor fan engagement and unclear development prospects.

### 1.2. Research status at home and abroad

Currently, domestic research on store visit short videos primarily focuses on the study of regional image communication, content production, communication mechanisms, and communication strategies. Fan Jiaheng (2022) proposed researching the problems of store visit

short videos from the perspective of content production. Qing Xiaotong (2022) explored the reasons for the popularity of top store visit influencers and their developmental dilemmas through case studies. In contrast, foreign research on store visit short videos is relatively scarce, with a focus on the creation paths and influencing factors of food-related short videos. For instance, Vargas Meza Xanat (2020) studied the semantics, emotional resonance, and communication differences in food-related short videos on YouTube.

To date, there has been no research specifically on store visit short videos in Wenzhou. Furthermore, there is a scarcity of studies utilizing NLP technology to analyze user comments on store visit short videos, and none that integrate communication power, user comments, content production, and account entities to analyze the development of store visit short videos. Therefore, this research project possesses a degree of innovation in terms of its topic selection and research perspective.

1.3. Significance of the study

The four-dimensional integrated short video analysis method developed in this study can provide reference and thinking for the development research of Tiktok short videos in other fields. The research results can provide reference and inspiration for the operation of Wenzhou shop-finding short videos, promote the development of Wenzhou shop-finding short videos, stimulate the vitality of Wenzhou's consumer market, and bring greater economic benefits to Wenzhou.

2. Research Process and Methodology.

The research object of this article is the topics, influencers, and short videos related to Wenzhou shop-hunting on the Tiktok platform. The research goal is to analyze and propose the problems and development strategies of Wenzhou shop-hunting short videos, so as to better stimulate the vitality of Wenzhou's consumer market and bring higher economic benefits to society.

2.1. Research content

The main research contents include the following four aspects:

(1) Analysis of the current development status of short videos for exploring shops in Wenzhou from the perspective of communication power

The search and collection of Tiktok platform related keywords, topics, influencers, and short video metrics data from the massive arithmetic platform for Wenzhou shop exploration are shown in Table 1. The development status of Wenzhou shop exploration short videos is analyzed from the dimension of communication power, and 20 representative shop exploration influencer accounts and 200 high-quality shop exploration short videos are found.

Table 1 Massive Arithmetic Data Indicators

Search entry	Search keyword	Indicator parameter
key word	Wenzhou TanDian	Keyword search index, keyword comprehensive index, content related words, and demographic data
Expert	Wenzhou TanDian	Total number of followers, total number of likes, total number of works, number of new likes in the past 7 days, net increase in followers, number of new shares, number of new comments, number of new works, and fan portrait data
video	Wenzhou shop, Wenzhou food shop, Wenzhou food shop	Video index, broadcast index, interaction index, rising index, audience portrait data

topic of conversation	Wenzhou shop search, Wenzhou food shop search, Wenzhou shop search expert	Topic index, submission volume, number of likes, number of views, and demographic data
(2) Conducting user review text analysis of TikTok short videos from the perspective of user reviews		
Use Python programming to collect user reviews of 200 high-quality short videos. Conduct word frequency statistics and NLP sentiment analysis on the text to analyze the focus and emotional feedback of users when watching short videos about shopping. Analyze the communication effect from the perspective of user reviews.		
(3) Analysis of common characteristics of high-quality short videos from the perspective of content production		
Establish a short video feature classification data model for shop exploration (as shown in Table 2), combine it with manual coding to obtain a short video feature dataset, explore the common characteristics of high-quality short video content for shop exploration, and analyze the common characteristics of high-quality short videos from the content production dimension.		
(4) Conduct in-depth interviews with leading figures in the Wenzhou shop-exploring category from the perspective of account owners to understand their development needs and challenges. Summarize the problems existing in the development of Wenzhou shop-exploring short videos and provide path strategies for the development of Wenzhou shop-exploring short videos.		

Table 2 Feature Classification Coding Table

Classification	Level 1 Code	Level 2 Code
Communication subject	1 Account entity	1=government entity; 2=news entity; 3=self-media entity
	2 Character attributes	1=female; 2=male; 3=multiple
	3 Account authentication	1=individual yellow V certification; 2=enterprise blue V certification; 3=organization blue V certification; 4=other
	4 comments interaction	1=yes; 2=no
Presentation method	5 Video length	1≤15s; 2:15~60s; 3≥60s
	6 POI card	1=POI card available; 2=POI card unavailable
	7 Musical styles	1=no music; 2=pleasant; 3=soothing; 4=sad; 5=romantic; 6=cute; 7=dynamic; 8=festive; 9=strange; 10=sweet
	8 vocal conditions	1=post-dubbed commentary; 2=live sound display; 3=both; 4=no voice
	9 Frame color tone	1=indoor and outdoor natural light; 2=high saturation tone; 3=low saturation tone
	10 Video Types	1=Real shooting; 2=Situation drama; 3=Graphic video
	11 screen ratio	1=9:16; 2=16:9; 3=other
	12 Is there a subtitle	1=Yes; 2=No
Spread content	13 Information prompt mode	1=Cover; 2=Fixed subtitle; 3=None
	14 Title tag quantity	1=more than 2; 2=1-2; 3=none

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15 Title Strategy	1=suspense strategy; 2=warning strategy; 3=straightforward strategy; 4=interactive strategy; 5=general strategy; 6=comprehensive strategy
16 Store Environment	1=central business district; 2=commercial street; 3=old street
17 Cultural image elements	1=diet culture; 2=dialect culture; 3=value concept; 4=festival tradition; 5=none
18 Public image	1=We-Media creator; 2=food
19 reasons to explore shops	1=Good dishes; 2=Discount activities; 3=Traditional cuisine; 4=Fresh/novelty; 5=Good environment; 6=Good service; 7=Fresh ingredients; 8=High brand awareness; 9=Other
20 Food Categories	1=Wenzhou local cuisine; 2=Sichuan cuisine; 3=Shandong cuisine; 4=Huaiyang cuisine; 5=Cantonese cuisine; 6=Zhejiang cuisine; 7=Fujian cuisine; 8=Hunan cuisine; 9=Anhui cuisine; 10=Japanese cuisine; 11=Korean cuisine; 12=Western cuisine; 13=Fast food; 14=Others

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**2.2. Key and difficult points of the research**

The focus is on the integrated analysis of four dimensions: the dissemination power of short video for shop exploration, user reviews, content production, and account subjectivity. The difficulty is to determine the appropriate data model and algorithm.

**2.3. Research methods**

- (1) Literature analysis method: Consulting a large number of relevant domestic and foreign literature to lay a theoretical foundation for the topic.
- (2) Text analysis method: Conduct word frequency analysis and NLP sentiment analysis on the collected short video titles and user comment texts.
- (3) Content analysis method: Establish a short video content coding data model to analyze the common characteristics of short videos.
- (4) Case analysis method: Conduct in-depth interviews with individual short video account subjects of Wenzhou shop-hunting.

**3. Four-dimensional integrated short video analysis**

**3.1. Analysis of the dimension of communication power**

**3.1.1. Keyword analysis of "Wenzhou shop search"**

Fig.1 shows the distribution of keyword search index and keyword comprehensive index for "Wenzhou shop search" from January 1, 2021 to June 30, 2024 on the massive computing platform. It can be seen that the search and content provision are gradually improving, with the peak occurring on April 21, 2024, reaching a high of 15,874. The popular searches on that day were "Phoenix TV interview with Wenzhou shop search expert", "Wenzhou shop search expert", and "Wenzhou shop search expert fried dumpling".

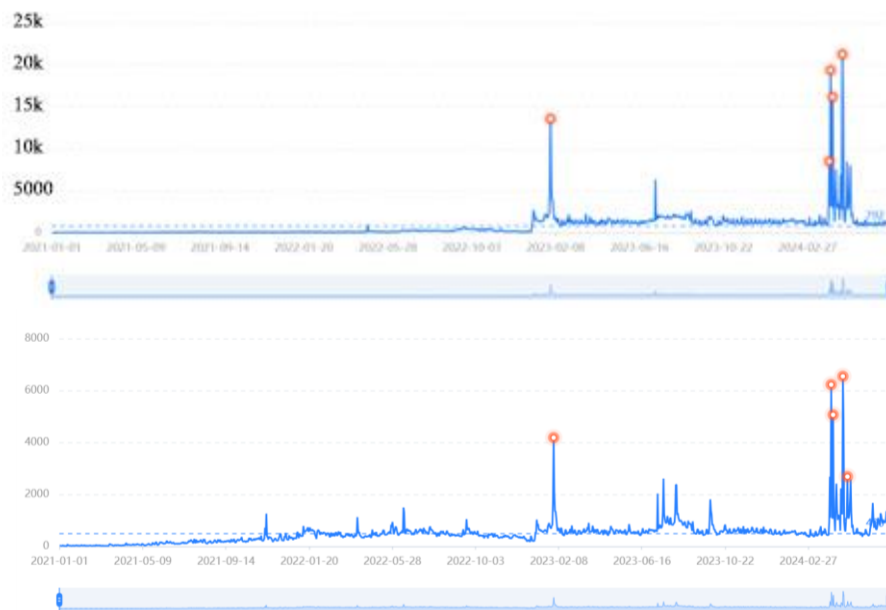


Fig.1 Distribution of keyword search index and keyword comprehensive index

Fig.2 is an interpretation of the TikTok keyword "Wenzhou shop" provided by the Juhua Algorithm Platform from January to June 2024. It can be seen that the basic volume of short videos related to Wenzhou shop is very low, with a certain amount of dissemination, but far from meeting the user's demand.

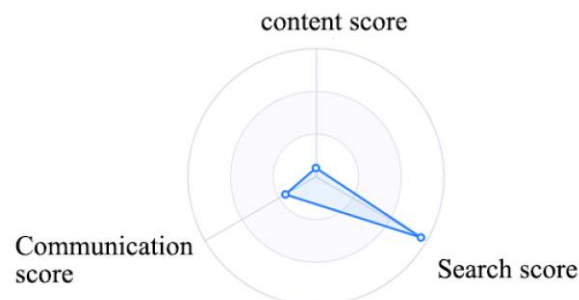


Fig.2 Interpretation of the massive arithmetic composite index of the Tiktok keyword "Wenzhou shop"

According to the analysis provided by the massive arithmetic platform, the demographic profile of the keyword "Wenzhou shop" on Tiktok is concentrated in Zhejiang, accounting for 20.49%, followed by Guangdong, accounting for 9%, and then Hunan, Jiangsu, and Shandong. The age distribution is shown in Fig.3, with the highest proportion of 31-40 years old, reaching 31.27%, followed by 24-30 years old, accounting for 23.63%, and then 51 years old and above. The gender distribution is shown in Fig.4, with women accounting for the vast majority, reaching 64%, and men only accounting for 36%. Users who are interested in Wenzhou shop are generally particularly interested in fashion and food, followed by sports, tourism, culture, creativity, etc.

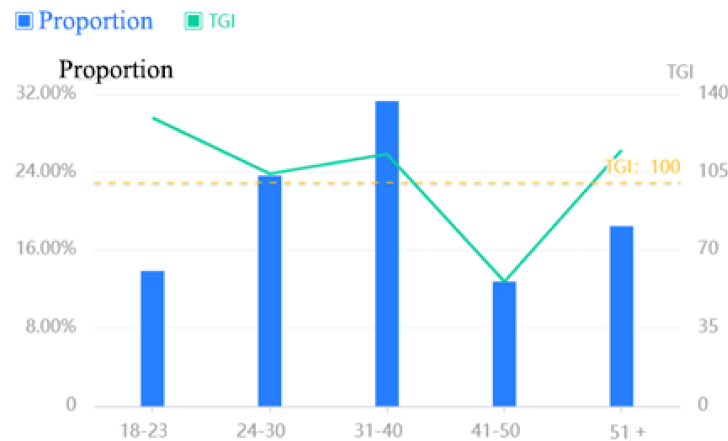


Fig.3 Age distribution

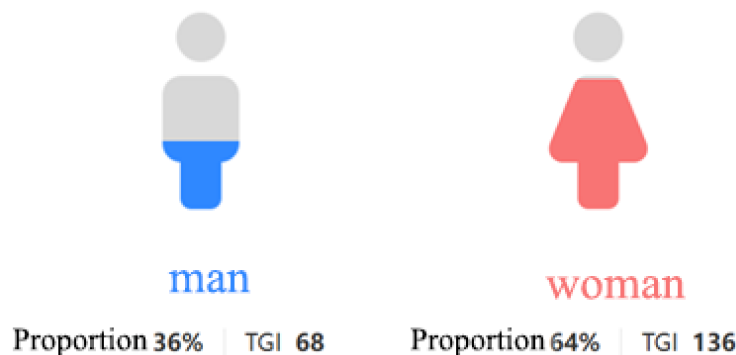


Fig.4 Gender distribution

3.1.2. Analysis of data indicators for Wenzhou shop-finding experts

Table 3 shows the top 20 Douyin accounts with the strongest communication power in the search results of the "Wenzhou Shop Finding" expert on the Juhua Arithmetic platform. It can be seen that the account with the highest total number of followers is "Wenzhou Shop Finding Expert", with 2.067 million followers and a total of 72.519 million likes, far ahead of other accounts. The account with the largest number of works is "Gu OK", with 3,330 short videos. The account with the highest number of followers per draft is "Wenzhou Raiders", with 52.57 followers. The account with the highest net increase in followers in the past seven days is James, a child who gained 188 followers. It can be seen that there are only three million followers for Douyin Wenzhou Shop Finding experts, and the overall scale level is lower than other popular tourist cities in China.

Table 3 Top 20 Data of "Wenzhou Shop Finder" Talents

No.	account number	Total number of followers	Total likes received	Total number of works	New likes in the past 7 days	Net increase in the number of followers	Newly added sharing volume	Number of new comments	The number of newly added works	The number of followers increased for all contributions
1	Wenzhou shop finder	206.7w	7251.7w	492	192168	57	50482	8080	6	1246
2	Wenzhou Greedy Brother	168.2w	311.6w	74	-96	-1334	34	-10	3	4.14
3	Wenzhou Food, Drink and Entertainment	104.6w	1313.2w	151	-661	-1246	272	9	2	4.29
4	Wenzhou Strategy	99.3w	1097.9w	800	253	-751	296	228	0	52.57

5	Eat, drink and play in Wenzhou	90.2w	816.6w	710	114	-1090	1091	25	4	12.86
6	Rabbit skin sauce ruined Wenzhou	87.3w	988.7w	770	-129	-1241	342	-15	5	4
7	James, the young lad	86.8w	310.9w	359	117372	188	76743	6190	3	48.71
8	Gluttonous spies in Wenzhou	72.7w	1102.1w	633	-445	-1018	101	-25	0	3.43
9	Wenzhou Eating and Playing Team	25.8w	162.2w	465	3634	-13	4387	157	2	8.57
10	Wenzhou food shop expert	24.5w	78.5w	216	986	-49	1082	119	0	28.57
11	Explore Wenzhou	23.3w	133.7w	291	986	-49	1082	119	0	28.57
12	Foraging in Wenzhou	14.3w	374.6w	432	3393	-219	1368	79	4	29.29
13	Wenzhou good news shop	13.3w	31.8w	2842	697	77	604	134	29	11.71
14	Wenzhou Food Detective	12.4w	57.9w	2087	2909	35	4688	530	21	17.86
15	Explore and eat in Wenzhou	10.9w	307.9w	890	1757	-43	731	225	3	27.29
16	Discover Wenzhou	8.0w	49.0w	1261	2064	82	2982	463	25	32.86
17	Foodie Exploring Wenzhou	1.6w	18.0w	1811	212	-14	96	20	2	0.71
18	Wenzhou Sai Jie's shop	1.6w	8.5w	1152	58	-14	9	4	3	0.57
19	Suki visits Wenzhou	1.6w	21.3w	1237	1347	78	2248	169	9	16.86
20	Valley OK	1.5w	23.3w	3330	716	19	809	148	32	7.43

3.1.3. Analysis of video data indicators related to keywords for Wenzhou shop exploration

Searching from the video data entry of the Juhua Arithmetic platform, we obtained 1,000 short videos sorted by index in the past month, and obtained information such as video index, playback index, interaction index, and rising index of these videos.

3.1.4. Analysis of data indicators related to topics about Wenzhou shop search

Searching for three topics related to "Wenzhou shop search" on the Juhua Arithmetic platform, we can obtain data indicators for the three topics as shown in Table 4. It can be seen that the keyword "Wenzhou shop search" has the highest degree of popularity, with the highest proportion of middle-aged and young people, and a higher proportion of women than men.

Table 4 Data indicators of related topics of Wenzhou shop search

Topic	Topic Index	Number of Contributions	Number of Likes	Playback Volume	Gender Distribution
Wenzhou shop exploration	7767415	14.4w	1061.5w	119715.2w	man42%,



doyen of Wenzhou shop exploration	1813641	3422	208.2w	28404.3w	woman58%, man35%, woman65%
Wenzhou shop of food exploration	500990	9960	73.9w	8155.2w	man55%, woman45%

### 3.2. Analysis of user reviews dimension

#### 3.2.1. Data extraction of user reviews

This paper uses the PRPA method to collect Douyin data, which is to use Python+PRA to achieve the capture of Douyin data. RPA Robotic process automation, or RPA for short, is a business process automation technology based on software robots and artificial intelligence AI. It provides another way to automate the manual operation process of end users by imitating their manual operation methods on computers. Fig.5 and Fig.6 are the flow charts for obtaining Douyin short video links and obtaining Douyin short video information and comment information respectively. A total of 146,520 comment messages for 200 videos were obtained, and the information obtained includes that shown in Table 5.

Table 5 Short video acquisition information list

Short video acquisition information list											
Number of Comments	Number of likes	Number of farivate	duration	Number of likes	author	title	Website address	Comment user name	Comment likes	Comment content	Comment time

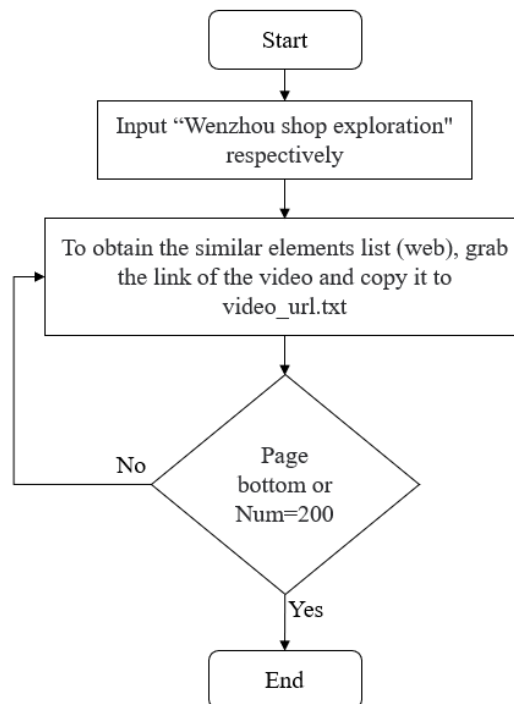


Fig.5 Flowchart of obtaining short video links on Tiktok

#### 3.2.2. Text NLP Data Analysis

Data preprocessing includes processing blank or randomly published comment data, processing irrelevant comments, removing punctuation marks, redundant spaces, and removing stop words. After processing, there are 135,834 valid comment data and 200 title text data. The processed comment text data and title text data are segmented and word frequency calculated to obtain the title word cloud map of the short video "Wenzhou shop" and the word cloud map of user comments, as shown in Fig.7.



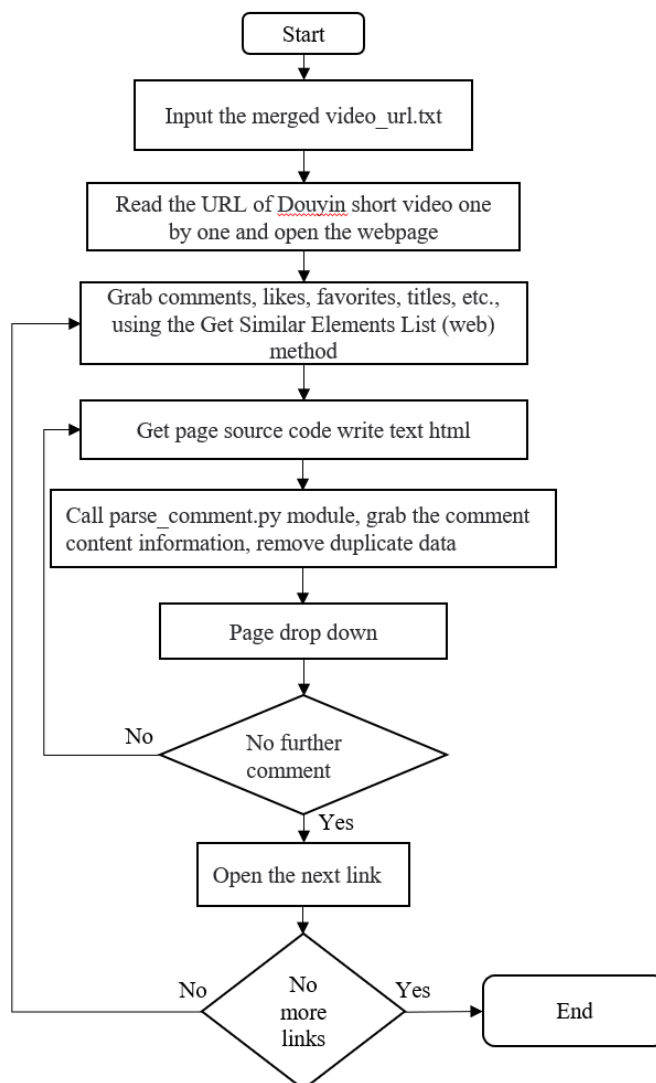


Fig.6 Flowchart of obtaining short video information and comment information on Tiktok



Fig.7 The word cloud of the titles of short videos on TikTok

### 3.3. Analysis of content production dimension

Based on reading a large number of literature and browsing a large number of relevant short videos, the samples were initially counted and modified, and finally a classification system and coding scheme were determined. The main coding content is divided into three categories: communication subject, presentation form, and communication content. The indicators such as

short video communication content and presentation form are manually coded by coders (see the previous table). After manually coding the 200 videos collected, the communication subject, presentation form, and communication content were analyzed separately.

### **3.3.1. Analysis of the main body of communication**

The 200 short video samples collected were produced by 80 bloggers. Among these bloggers, 33.89% are verified accounts, of which 35% are verified by personal yellow V accounts, 2.5% are verified by enterprise blue V accounts, and the rest are ordinary users. It can be seen that there is little correlation between the short video's ability to spread and whether it is a verified user. Ordinary users can also achieve high dissemination effects by posting high-quality short video content. Among these bloggers, 44 are women and 36 are men, with a slight majority of women. Only 52.5% of bloggers will interact with fans in the comment area.

### **3.3.2. Analysis of Presentation Modes**

In the data statistics of the presentation mode, it can be seen that the majority of short videos are between 15-60 seconds, accounting for 53%, followed by more than 1 minute, and rarely within 15 seconds. The music style is mainly pleasant and soothing or no music, and the most common voice is post-dubbing commentary, reaching 47%, followed by simultaneous sound display, reaching 34%; 89.5% of the video screen is indoor and outdoor natural light; 98% of the videos are real shots; 93.5% of the video screen ratio is 9:16, only 5.5% of the screen ratio is 16:9; 99.5% of the videos have subtitles, and 56% of the videos have covers.

### **3.3.3. Analysis of communication content**

The statistical results of the content distribution show that 77% of the videos have more than 2 tags, and 21.5% of the videos have 1 to 2 tags. The main strategies adopted by the titles are suspense strategy (25%) and straight-to-the-point strategy (35%). The recommended shops for the videos are mainly concentrated in commercial streets and old alleys. The cultural image of the videos is mainly food culture. The reasons for exploring shops are mainly good dishes (33%) and traditional cuisine (35%). The recommended cuisine in the videos is mainly Wenzhou local cuisine, accounting for 46.5%.

## **3.4. Analysis of Account Entity Dimensions**

This article conducted in-depth interviews with several leading experts in the field of exploring shops in Wenzhou, to understand that there may be many problems in content creation, laws and regulations, cooperation and communication, and other aspects when creating short videos on Tiktok.

- (1) Firstly, the competition on the TikTok platform is extremely intense, making it challenging to establish a video account, and this challenge will only intensify over time.
- (2) It may take a lot of time and effort to select distinctive shops that can attract audiences among many shops.
- (3) The video of the shop is easy to fall into the situation of "being the same", lacking innovation and attraction.
- (4) The platform has strict regulations and restrictions on advertising orders. If the video of the shop contains commercial promotion content but does not clearly label it as an "advertisement", it may be punished.
- (5) Some businesses may be cautious about exploring videos and have a low willingness to cooperate, especially those that are truly big and good.
- (6) In order to maintain the audience's attention and stickiness, it is necessary to continuously update the shop-exploring videos, which brings great difficulties to the individual-based bloggers in the early stages of their development.

#### 4. Summary of problems

Firstly, some influencers may exaggerate or deliberately exaggerate the facts in order to attract more attention and likes in pursuit of click-through rates and traffic. Such exaggerated performance is far from the actual dining experience, misleading users and not only violating relevant regulations of the Advertising Law, but also infringing on consumers' right to know and choose.

Secondly, Tiktok influencers usually only present the positive side of the restaurant, rarely mentioning the shortcomings and deficiencies. In addition, there is a gap between the display in the restaurant exploration video and the actual consumption experience, such as the quantity and taste of the dishes, which may not match what is shown in the video. As a result, users are easily deceived by packaged advertising and cannot truly understand the real situation of the restaurant.

The nature of short videos about shopping is often between interest sharing and commercial advertising, which is difficult to clearly define. Some bloggers do not clearly label the word "advertisement" in their videos, making it difficult for consumers to distinguish their commercial nature. Even if some bloggers label "advertisement" in their videos, the labeling method may not be significant or clear, and cannot effectively remind consumers to pay attention.

The short video industry of exploring shops has formed an industrial chain involving brands, third-party intermediaries, commercial social platforms, MCN agencies, bloggers and other links. In this industrial chain, there are some lawbreakers who cheat promotion fees or mislead consumers through false propaganda, data falsification and other means.

Some short video platforms have inadequate supervision of short videos about shops, and have failed to effectively curb false propaganda, unfair competition, and other chaos.

In summary, while the short video of exploring shops is developing rapidly, it is necessary to strengthen the supervision and regulation of the authenticity of content, commercial nature, unfair competition, etc. At the same time, the platform should also bear more responsibilities and obligations to protect the legitimate rights and interests of consumers.

#### 5. Conclusion

As an emerging mobile social media, short video platforms such as Tiktok have gradually shown their advantages in science communication. Their interest, integration, and interactivity help to expand the breadth, depth, and participation of science communication. Wenzhou cuisine can leverage the advantages of short videos such as fast speed, large amount of information, and strong interactivity to play to its own civilian and popular communication advantages, avoid its local and limited nature, find new forms of communication, expand the scale and scope of Wenzhou cuisine promotion, and leverage the interest and interactivity of these emerging media to achieve cross-regional communication and attract more audiences.

To help Wenzhou food culture develop effectively in the new media era relying on short videos, based on the previous research, the following suggestions are summarized.

- (1) Establish an official Tiktok account: The relevant government departments should organize and establish a professional operation team for Wenzhou's local specialties, and develop a standardized push process. Form a full-time and part-time collaborative operation team, and implement a cooperative division of labor mechanism for planning, shooting, editing, publishing, and fan operations. Engage industry scholars and functional department personnel as consultants, and build a push process that integrates content production, review, and output.
- (2) Multi-angle innovation of short video communication content: Combine Wenzhou's local characteristics, such as dialect, culture, celebrities, and other perspectives to establish vertical

matrix accounts for content. Continuously research and innovate content and methods, keep up with social hotspots, advance with the times, and attract attention from all ages in Wenzhou, especially young and middle-aged people. Ensure that the content in the exploration video is authentic and credible, avoiding exaggeration or false propaganda. Display real dining experiences through on-site tasting, communication with shop owners or customers, etc. Also try to explore different types of restaurants and cuisines, including local specialties, internet celebrity restaurants, traditional time-honored brands, etc., to meet the needs and interests of different audiences. At the same time, you can also add your own unique insights and feelings to the video to increase its personalization and differentiation.

(3) In the video of exploring shops, focus on shaping personal brand image, including personal style, professional ability, and personality charm. By continuously outputting high-quality content and services, constantly improve their popularity and reputation in the eyes of the audience. When personal brand accumulation reaches a certain level, actively seek opportunities for cooperation with well-known brands or businesses. This can not only bring more business opportunities and benefits to bloggers, but also help to enhance the popularity and influence of personal brand.

(4) Pay attention to shooting and editing techniques to ensure clear, stable, and colorful video images. At the same time, pay attention to the processing of lighting and sound effects to create a comfortable viewing experience. Innovate in video content and form, and try using different shooting angles, editing techniques, and narrative styles. For example, you can use the form of Vlog to record the process of exploring a shop, or add some interesting interactive elements such as Q&A, lucky draws, etc., to increase audience participation and stickiness.

(5) Actively participate in Tiktok platform activities and topic discussions, interact and communicate with other bloggers and audiences. This helps to expand exposure and influence, attracting more followers. Pay attention to the needs and feedback of followers, and respond to their comments and private messages in a timely manner. At the same time, you can also strengthen interaction and connection with fans by establishing fan groups, conducting live broadcasts, and other ways to enhance their sense of belonging and loyalty.

(6) The TikTok platform should strengthen the review and supervision of shop-exploring videos to ensure the authenticity and reliability of the content. The platform should establish a sound complaint and reporting mechanism and dispute resolution mechanism to ensure that consumers can receive timely and effective assistance when they encounter problems.

In short, the development of TikTok food shop videos requires attention to content authenticity, improving video quality, clearly labeling advertisements, strengthening platform interaction and fan operations, and focusing on personal brand building. Only through continuous efforts and innovation can we stand out and succeed in a highly competitive market.

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