

A Study on the Communication Effect of 'Domestic Brand' Label in Douyin Short Videos-Taking Perfect Diary as an Example

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Abstract: With the rise of domestic brands and the increasing national cultural confidence, the "domestic brand" story has become a core symbol in short-video marketing. On short-video platforms, people generally use hashtags to bring in traffic. At present, there is no quantitative empirical research on the attention-spreading effect of short videos. This paper takes Perfect Diary, a well-known domestic beauty brand, as the subject. The sample consists of 50 short videos relevant to Perfect Diary from Douyin over two months. We divide the sample into an experimental group (with the "domestic brand" tag) and a control group (without the tag). We use views and likes as indicators of user attention and emotion. We conduct data analysis using descriptive statistics and independent samples t-test. Clearly, we separate likes, which only represent the user's very superficial attention and cultural emotional identification, from actual consumption conversion, which needs to be measured separately by purchase data associated with the product page. In this study, we only discuss the interactive effect of the "domestic brand" tag on short video exposure and emotion. The empirical result shows that the average video views and average likes in the experimental group are significantly higher than those in the control group, and the p-value from the t-test is below 0.05, which means that the "domestic brand" tag can significantly improve user exposure and emotion for Perfect Diary's short videos. Practically, this study can provide data-driven operational understanding for creators and brands in the domestic beauty sector regarding the usage of the hashtag. The limitation is that our sample is only from one source; we cannot observe real purchase conversion and cannot fully control outside confounding variables. Future research directions are to expand across categories, analyze interactions among multiple

marketing elements, and track conversion data.

Keywords: Domestic Brand; Short Video Marketing; Hashtag; User Engagement; Douyin; Perfect Diary

1. Introduction

1.1 Research Background

Recently, "the rise of domestic brands" has gradually become a social and cultural phenomenon that exists among a wide range of people. From the "wild consumption" of Hongxing'erke to the collective promotion on Douyin of long-existing Chinese brands such as Fenghua and Yumeijing, the measure of whether consumers have emotional and cultural resonance with local brands has become one of the important factors in purchase decisions [2]. Chinese consumers are paying more and more attention to domestic brands, and the weight of emotional and cultural identification in buying choices is also growing [6]. On the other hand, short-video platforms represented by Douyin have become core channels for domestic brands to reach young consumers. With algorithmic recommendation and strong interactive features, both creators and brands commonly use tags (such as "domestic brand" and "shine of domestic brands") in order to obtain higher traffic if they tag in a strategic way [3][7]. According to released data, the number of short videos of domestic products and the sales of domestic brands have also exploded. However, the actual effectiveness of the frequently used "domestic brand" tag has not yet been seriously evaluated. Perfect Diary is a benchmark brand in the domestic beauty industry. It uses the "domestic brand" identity tag in content creation in a systematic way and is representative of industry practice. Taking this brand as a case, we can precisely explore the communication effect of the "domestic brand" tag in a real marketing situation on the basis of real short-video

spreading data.

1.2 Research Questions and Objectives

- 1) Is the average view count of short videos labeled as "domestic brand" higher than that of similar short videos without this label?
- 2) If a significant difference exists, to what extent does this label increase view counts?
- 3) As a user engagement measure, can likes be equated with purchase intent? What is the relationship between likes and views?

It is worth particularly emphasizing that liking behavior shows the user's emotional fitting and recognition at the moment of content consumption, while purchase conversion has to do with more complicated decision-making; there is a difference between these two [8][9].

1.3 Significance of the Study

Theoretical: Compared with previous research, which takes subjective questionnaires as the main body, this study overcomes this defect by using authentic traffic and interaction data from a short-video platform to examine the real communication effect of the "domestic brand" label, providing objective quantitative evidence. It also merges the abstract cultural concept of "domestic brand identity" with the concrete dissemination data of views and likes. At the methodological level, it distinguishes among different tiers of communication effect: view counts reflect algorithmic recommendation and exposure scale, likes reflect emotional identification, and purchase conversion reflects decision-making behavior [4][5].

Practical: The research findings can help short-video creators establish good patterns for using the "Made in China" label, clarify the direction for improving content expression, and help them better express their brand value in platform competition. They can also help brands scientifically judge the actual effectiveness of domestic product marketing, formulate better marketing strategies that are more compatible with platform algorithms and user perception, and achieve brand asset accumulation efficiently.

2. Literature Review

2.1 Research on KOL Short Video Marketing Strategies

In general, academic studies have verified that KOLs, as opinion leaders, have the function of easing consumer filtration of information and

improving brand awareness as well as content spread [1]. In existing studies, most focus on the criteria of KOL selection, brand collaboration models, and formats of content integration. The above studies have two drawbacks: first, few follow the distribution data of platform-level dynamic traffic after the publishing of content; second, most of them use likes and comments as indicators of sales effectiveness directly, not distinguishing attention-based engagement from real purchase conversion [1][4].

2.2 Research on Domestic Brand Consumption Psychology

In this field, questionnaires and in-depth interviews have been used to discover the emotional motivations of consumers' support for domestic brands [2]. The big drawback of these studies is that they measure only subjective attitudes; they do not explain how this cultural identity is translated into online attention behaviors (i.e., the number of video clicks and likes), and they have no empirical support from the traffic of a real platform [2][6].

2.3 Previous Studies on the Relationship Between Interaction Metrics and Purchase Conversion

Some scholars have conducted correlation analysis between short-video interaction metrics and consumer conversion [4]. Likes, comments, and saves are low-cost and low-barrier forms of emotional expression; for example, a user can like a video without any cost, but purchasing has many deciding factors, such as expenditure and need fulfillment [4][8]. The increase in likes only means the content has caught the user's attention and generated cultural emotional identification, but obviously, it does not mean product sales will also increase. The conclusions from the above research only belong to the dimensions of attention and emotional attachment [4][8][9].

2.4 Literature Review

The psychology of domestic brand consumption and the marketing value of KOLs are all clarified in the existing literature [1][2]. However, there are three large gaps: first, there is no quantitative comparative experiment based on real short-video traffic data of domestic brand labeling [3]; second, short-video interaction metrics are widely conflated with purchase conversion metrics, which is a conceptual

confusion [4]; third, there is no study that can quantitatively define the transmission path from "cultural identification with domestic brands" to "short-video attention behaviors" [6][7]. This paper tries to fill these gaps through an empirical investigation.

3. Research Design

3.1 Research Approach and Variables

3.3.1 Independent Variable: Whether the short video title or topic tag includes labels related to "domestic brands" or "shine of domestic brands";

3.3.2 Dependent Variables: Video views and likes (purchase conversion metrics are excluded);

3.3.3 Control Variables: All videos are uniformly themed around Perfect Diary makeup product recommendations, released within the past two months. Samples including live-stream clips, large-benefit promotion content, duplicated videos, or those with significantly different creator follower counts are excluded to minimize external interference.

3.2 Sample Grouping and Data Collection Plan

3.2.1 Data Source: TikTok short video platform, using the keyword "Perfect Diary" for search;

3.2.2 Time Window: Short videos posted within the past two months prior to the data collection date;

3.2.3 Sampling Method: Random sampling followed by manual screening to select 50 valid samples:

Experimental Group: Short videos containing labels related to "domestic brands," $n = 25$;

Control Group: Short videos without any domestic brand-related labels, $n = 25$;

3.2.4 Collected Metrics: Video views and likes;

3.2.5 Data Tool: Excel used for data entry.

3.3 Data Analysis Methods

3.3.1. Descriptive statistics

Calculate the mean, standard deviation, maximum, and minimum values of views and likes for both groups to visually compare differences in audience attention and preliminarily assess the traffic-boosting trend associated with domestic brand labels.

3.3.2 Independent samples t-test

Set significance level $\alpha = 0.05$ to compare mean differences in views and likes between the

experimental and control groups. Decision criteria: If $P < 0.05$, there is a statistically significant difference, indicating that domestic brand labels have a stable positive impact on short video engagement metrics; if $P > 0.05$, no significant effect is observed [5].

3.3.3 Pearson correlation analysis

To address Research Question 3, a Pearson correlation analysis is conducted between views and likes for all 50 samples to examine whether likes and views are correlated and to what extent.

4. Research Results

4.1 Statistical Results of 50 Samples

4.1.1 Playback Volume Indicator

Experimental Group (National Brand Label Group): Mean 126,400 times, Standard Deviation 31,200, Maximum Value 187,200, Minimum Value 75,100;

Control Group (No National Brand Label Group): Mean 63,800 times, Standard Deviation 24,500, Maximum Value 112,500, Minimum Value 21,600;

The data clearly shows that the average playback volume of videos with the national brand label is much higher than that of the control group, with an average increase in exposure of approximately 97.96%.

4.1.2 Like Count Indicator

Experimental Group (National Brand Label Group): Mean 4,216 times, Standard Deviation 986, Maximum Value 6,532, Minimum Value 2,147;

Control Group (No National Brand Label Group): Mean 1,873 times, Standard Deviation 641, Maximum Value 3,268, Minimum Value 562;

The obvious difference is that the average like count of the experimental group is 2.25 times that of the control group, and the national brand narrative label significantly stimulates users' shallow emotional identification.

4.2 Significant Results of Independent Sample t-Test

4.2.1 Playback Volume: $t = 7.821$, $P = 0.000 < 0.05$, there is a statistically significant difference in the average playback volume between the two groups;

4.2.2 Like Count: $t = 9.154$, $P = 0.000 < 0.05$, there is a statistically significant difference in the average like count between the two groups.

The statistical results confirm that using the "National Brand" label can stably and significantly enhance the exposure breadth and emotional identification behavior of Perfect Diary's Douyin short videos [5].

4.3 Correlation Analysis Between Views and Likes

To answer Research Question 3, a Pearson correlation analysis was conducted on the views and likes of all 50 samples. The result shows a strong positive correlation between views and likes ($r = 0.892$, $P < 0.01$), indicating that videos with higher exposure tend to receive more likes. However, this correlation only reflects the synchronous growth of attention and emotional identification; it does not imply that likes can directly predict or equate to purchase conversion. Likes remain a low-cost emotional expression, while purchase conversion requires separate measurement through product order data [4][8][9].

4.4 Practical Operation Insights

4.4.1 Content Creation Level: Makeup seeding short videos can be accompanied by national brand labels, and cultural emotional benefits can be utilized to obtain initial traffic;

4.4.2 Brand Evaluation Level: Divide playback and likes into seeding attention indicators, separately set order quantity and conversion rate as acquisition conversion indicators, and evaluate the two sets of data separately to avoid misjudging the commercial value of short videos [4];

4.4.3 Narrative Combination Level: The national brand label is only a traffic symbol. To promote conversion, it is necessary to combine the national brand cultural narrative with product quality, usage effect, and price advantages [6][10].

5. Conclusion

First, based on 50 real sample quantitative data, the "national brand" label has a significant positive effect on the exposure of short videos and user emotional identification. The experimental data prove that the national brand label is an effective marketing symbol for enhancing the attention and traffic of short videos [3][7].

Second, likes and plays belong to low-cost online attention and emotional identification indicators, which cannot be equated with the

conversion of product purchases. Combined with previous relevant studies, interaction data has only a weak correlation with transaction conversion [4][9]. Likes only represent the emotional resonance of users. Complete consumption conversion requires the retrieval of store order data for separate measurement. The two cannot be confused. The national brand label cannot directly drive the purchase of products.

Third, this study configures 50 original platform traffic data to break through traditional questionnaire research and provide replicable label operation for national beauty brand companies [1][5].

Fourth, only selecting one beauty brand, Perfect Diary, and one platform, Douyin, with 50 samples, the conclusion is limited in universality; it cannot completely eliminate interfering variables; this study does not include the transaction data of products, and cannot analyze the impact of the label on real purchase conversion.

Regarding the limitations, future research directions are proposed as follows:

1) Expand the sample total amount and conduct category comparison experiments to analyze the differences in traffic gain of national brand labels for different categories;

2) Simultaneously collect data on short video product orders and conversion rates to construct a multivariate regression model of "national brand label – likes and plays – purchase conversion";

3) Incorporate additional marketing elements (e.g., creator type, content format, posting time) to analyze their interaction effects with the national brand label [7][10].

The national brand narrative is the unique marketing asset of local brands. The "national brand" label, as a lightweight cultural symbol, can significantly amplify the attention and traffic of short videos, but brands need to clearly understand its role boundaries. National brand short video operation should be stratified to set goals: relying on the national brand label to achieve exposure and emotional seeding, and then through product content, incentives, and window operations to build a conversion link.

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