How the publicity of social-media platforms impact consumer decision making. Taking TikTok and Little Red Book as examples

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Abstract:

With the rapid development of the Internet, more and more advertisements are electronic, which affects users' consumption decisions from different aspects. In this project, the author analyzes the influence of different publicity methods of Little Red Book and TikTok on Chinese users' "ZhongCao" behavior and purchasing behavior. In this process, the author studied their respective user group, platform highlights, and user's using intention of different type of products, and give some suggestions to these two apps. The author obtained information through primary research and secondary research, and draw conclusions through data analysis and literature extract. The result show that both of the app is good at "ZhongCao", and the purchase rate is higher in TikTok, and people are most interested in fashion and beauty products in both app, and for Little Red Book, users are least interested in children's and outdoor products and least interested in training courses and self-improvement services in TikTok, and for different types of products people will have different using intention.

Keywords: advertisement, digital economic, marketing, Little Red Book, TikTok, ZhongCao

1.Introduction

In recent year, with the development and popularity of the internet, more and more people use social media in their free time, many advertisements transition in a more digital form. Many specific apps like Little Red Book and TikTok has a significant influence on consumers behaviors by shaping how people discover and purchase of the product. There isn't much literature focus on the comparison between this two app, or focus and specific types of products. This paper intends to find how social media promotes advertisement and explores the relationship between the impact to consumer decision-making from different ways of publicity by social media, and consumers intention for different types of products.

2. Literature review

The main themes and literature reviewed include how social media let people be "ZhongCao": User generated content, key opinion leader, key opinion

consumers and word of mouth and analyze the success of "ZhongCao".

What is "ZhongCao"?

"ZhongCao" is directly translated as planting grass, in 2018 it has become a popular word on the Chinese internet, meaning that influencers recommend the good quality of a product to inspire others to buy the item, and strongly recommend. (Linkedin, 2021) The definition of "Zhong-Cao" is as follows "Planting grass", or "ZhongCao", refers to recommending quality products to others to entice purchases or generating a desire to experience or possess something based on external information. It has been seen as a much more humanized form of advertising that seamlessly combines advertising messages with real customer experiences. (China Internet Watch, 2023)

The way of "ZhongCao":

According to these definitions, "ZhongCao" is the publicity of influencers and the action of consumers, through reading literatures, the author summarizes 3 main ways that interwork together for advertise the product: Users-generated content, Key Opinion Leader and Key Opinion Consumer, and Word of mouth. First TikTok and The Little Red Book both use Users-generated content (UGC) which means they use the cooperation notes of bloggers and businesses to drive completion the publicity of products and services, and according to the definition on Hootsuite this is the original, brand-specific content created by social media users and published on social media or other channels. Variety forms of UGC can demonstrates authenticity, 86% of consumers are more likely to trust a brand that shares UGC compared to 12% who are likely to purchase a product promoted by influencers (Hootsuite, 2024). The content is realistic and persuasive because it comes from ordinary consumers rather than brand promotion. Therefore, customers will trust them very much and have a greater probability to buy the products.

In addition, advertising by Key Opinion Leader (KOL) and Key Opinion Consumer (KOC) are two points that play a very important role in "ZhongCao", KOL are experts in their field and have a significance amount of influence (Grin, 2024). They have a huge amount of trust from their followers as they have a certain degree of credibility, so their influences can not only promote "Zhong-Cao", but also help more brands get higher visibility and build a good reputation. (Liu & He, 2023) KOCs are usually individuals who have experience using products or services from a specific brand and share their reviews, feelings, and experiences on social media platforms (Aniday, 2023). Therefore, because they are the ordinary users around us, so what they share may be what we have encountered, which is closer to the user's feelings (Liu &

He, 2023), also their comments and views online are not associated with brands or companies, so people tend to trust them, and therefore it is easy to ensure the "Zhong-Cao" succeeds.

The last method is word of mouth, in the form of word-of-mouth communication, the main body of the communication are consumers, who get the relevant information of the product through mutual communication (Hootsuite, 2024). After receiving the information passed on by others, consumers will have the desire to buy due to trust, this could lead potential consumers to becoming real life customers. "ZhongCao" lays the foundation for Little Red Book and TikTok to promote and attract consumers, and the actions and advertisements they do can be counted as part of "ZhongCao".

Why "ZhongCao" can continuously succeed?

The main reasons for Chinese consumers to be "Zhong-Cao" can be evidenced through 2022 survey data, which found in the report of Li.K.K and Li.Z.H. This data shows that 67.1% of consumers think they are being "ZhongCao" because they want the same product as internet celebrities; 55.4% of consumers believe that they are motivated by trust in the original content; and 43.1% of consumers because the graphic assessment is written more attractively. iiMedia Research believes that consumers are easy to be "ZhongCao", mainly from such trends as the celebrity effect, as well as trust in the authenticity of the KOL and KOCs. The bandwagon effect further promotes "Zhong-Cao", and behind the recommendations of the celebrities and stars, is the herd psychology of consumers. (Li & Li, 2022) The Bandwagon is a psychological phenomenon where people adopt certain behaviors, styles, or attitudes simply because others are doing so.

Furthermore, the CEO of iiMedia Research said "Zhong-Cao" caters to three appeals. The first appeal comes from the brand side, for this, they need to educate users to use their product through a kind of content communication, such as sharing and usage habits. The second demand comes from consumers, because they hope that the product or brand they use can be recognized, or find some new products to improve the quality of life, so there is a rigid demand in this respect. Another appeal comes from the platform, "ZhongCao" culture is a very good way to gather popularity and increase traffic. Therefore, for both TikTok and Little Red Book, making such products will undoubtedly serve the brand side, and it can keep the brand side in hand, while attracting more consumers and users. (Li & Li, 2022)

How Little Red Book do publicity and "Zhong-Cao" consumers:

Little Red Book is a lifestyle sharing platform and a shop-

ping community, usually promoted in the form of pictures, and then gradually added short videos and live broadcasts. It stands out among a number of new media platforms with its characteristics of "strong atmosphere of Zhong-Cao" and "large influence of user consumption decisions". In terms of knowledge celebrities, Little Red Book based on social "ZhongCao" and interest consumption have unique advantages in marketing, which can effectively expand the brand voice.

The essence of "ZhongCao" economy is attention economy, attracting users' attention is the key of knowledge network celebrity marketing. This requires the efforts of both communication subjects and media to jointly build KOL, deeply touch consumers, expand brand momentum, and promote the transformation of users to consumers.

Create "common interests" to stimulate the active sharing of users, in the Little Red Book with more obvious labelling attributes, the user's sense of belonging and enthusiasm are strong, frequent symbolic interaction brings users a strong sense of self-identity, and knowledge influencer needs to fully mobilize the enthusiasm of users to create a "ZhongCao" atmosphere. (Chen &Yin, 2023)

The conversion rate of Little Red Book content planting grass is much higher than that of other platforms. Data released by Quest Mobile (Beijing Guishi Information Technology Co., Ltd.) in 2020 shows that among the three content platforms of TikTok, Kuaishou, and Little Red Book, the average conversion rates of TikTok and Kuaishou are 8.1% and 2.7% respectively. The average conversion rate of Little Red Book is as high as 21.4%.

Data released by TianFeng Securities in 2022 shows that 60% of Little Red Book's traffic comes from the search page, and 90% of Little Red Book users have searched on Little Red Book before making a purchase. And these search users who have shopping needs have the opportunity to make transactions directly in the notes. (Chen, 2023)

How TikTok do publicity and "ZhongCao" consumers:

TikTok is a comprehensive platform integrating social networking, entertainment and e-commerce. It provides users with a stage to show themselves, share their lives and discover new things through short videos. It is usually advertising the product in the form of short videos.

The idea of TikTok is to record a good life. TikTok mainly use two ways in marketing, first is creativity internet language and content. Content planning is the core of short video content marketing. A successful content plan must focus on creativity, fun, and topics that can generate widespread attention. (Wang, 2024) Creativity is an important factor to distinguish the quality of short videos. At the same time, creativity is also the key to capturing users' attention. This requires constant sensitive capture and analysis of market trends, combined with current events and user interests, to develop content strategies that meet user

preferences, in order to build strong user connections and brand influence. (Wang, 2024)

Second, is the interactive social networking layout. With its unique social attributes and viral potential, TikTok offers brands a great opportunity to engage with their target audience. Collaboration, promotion, and interaction together form an interactive social network layout and establish a partnership with a well-known TikTok creator or opinion leader (KOL), which can quickly increase the visibility of brand content. (Wang, 2024) Brands can use their influence to reach a wider audience, while using KOL's personal style and creativity to add unique charm to brand content. Secondly, in terms of promotion, TikTok provides a variety of tools, enabling branded content to achieve large-scale dissemination in a short period of time. Campaigns such as challenges, hashtags, and AD placements can all increase exposure and user engagement.

Gaps in existing research:

Much research is focus on the way of marketing and the publicity strategies of these two apps, however, very few literatures explore the influence of different ways of "ZhongCao" to different type of products, and how the highlights of the platform attract consumers. So, in this paper, the author attempts to address the research with primary research. And the author made two hypothesizes for the research, first is the main user group of Little Red Book is women, and the second one is the "ZhongCao" atmosphere and purchase rate is higher in Little Red Book, and significant lower in TikTok because it seems focus more on entertainment.

3. Methodology

Overview:

In this dissertation, the method is combing primary and secondary data. For secondary materials, the way of searching and reading literature is mainly chosen from CNKI, and some other information from the internet. Through secondary research, background research was conducted on how TikTok and Little Red Book do the publicity, what is "ZhongCao" and how to "ZhongCao", and the different forms of publicity that people use via the apps. Secondly, for the collection of first-hand information, the author also adopted the primary research method. A questionnaire was designed mainly about the investigation on user differences and platform conversion ability of Little Red Book and TikTok two we-media platforms.

Literature research:

When searching literature, the author focused on the key

topic of "How the we-media platform does advertisement and how the way of their publicity affect people's decision" and take Little Red Book and TikTok as examples, and then extend it to more detail literature. Moreover, the author chose to use word documents, mind-map and reading log to organize the information and collect data so that it could refine this lengthy article.

Questionnaire design:

a) Questions displayed:

The author designed a questionnaire with 24 questions, using only multiple choice. The first 4 questions are basic personal information. The principle is voluntary, and personal information was not disclosed to ensure personal privacy was not released. Question 5 to 14 were set based on the main subject of this research, and the purpose was to know that people understand Little Red Book to what extent, what kinds of product or services were people interested in Little Red Book, and why the people chose to use Little Red Book and more likely to be "ZhongCao" by which form of publicity. Question 15 to 21 were set to know the same information like Little Red Book. The last 3 questions, 22 to 24 were set to know what users think the biggest differences between these two platforms are and what do people think their respective strengths are.

b) Data treatments and analysis:

Questionnaire designed and distribution were mainly through the app which is called Questionnaire Star. There were 266 responses, gathered approximate 91% from China mainland. After collected the questionnaire, the author used SPSSAU to analyze the questionnaire data for example the Independent T-test and Chi-square test, and used pie charts, bar charts, tables and other forms to display the data. This made the analysis of the data easier to understand. The purpose of the questionnaire is to find out the relationship between gender and their using behaviors

of different apps, and try to find out which app are more success in "ZhongCao" and got higher rate of purchase and why, and the impression for both apps.

Ethical consideration

When prepare the questionnaires, the author considered the personal privacy of the interviewees and at the time of designing the questionnaire and interview, there was explanation in the introduction that all questionnaires would be collected anonymously, to protecting their privacy and this ensured confidentiality, and the collected data would be only used for this study only.

4. Results

Questionnaire

4.1 The relationship between the gender and using frequency

From the results of 266 questionnaires, the relationship between the gender and using frequency of this two apps shown a great difference (Table 1), the frequency of using Little Red Book showed 0.01 level significance (in statistic this represent the differences in the use of Little Red Book and TikTok between men and women), and the specific comparison difference showed that the average value of women (3.36) was significantly higher than the average value of men (2.51). The frequency of using TikTok showed a significance level of 0.05, and the specific comparison difference showed that the average value of women (3.27) was significantly lower than that of men (3.71). Females are more likely to use Little Red Book, while male are more likely to use TikTok, which perfect proof of the author's hypothesis.

Table 1-The relationship between the gender and using frequency

	Independent T-test			
	Your gender is: (mean ± standard deviation)		$t\square$	$p\square$
	Female(n=149)	Male(n=117)		
The frequency of using Little Red Book	3.36±1.54	2.51±1.62	4.337	0.000**
The frequency of using TikTok	3.27±1.63	3.71±1.57	-2.225	0.027*

* p<0.05 ** p<0.01

4.2 The relationship between the gender and tendency to close deals

According to the survey, precisely 66.54% of people will buy the products, courses or services after being "Zhong-

Cao" on these two platforms, 7.89% of people will be "ZhongCao" the product they saw on the platforms but without purchase, and the rest 25.56% of people will not purchase and make any response.

Table 2-The relationship between the gender and tendency to close deals

| Title | Name | Your gender is：(%) | | Total | χ^2 | p |
		Female	Male			
		Chi-square test				
Propensity to close deals	Little Red Book	61(40.94)	27(23.08)	88(33.08)		
	TikTok	88(59.06)	90(76.92)	178(66.92)	9.446	0.002**
Total		149	117	266		

* $p<0.05$ ** $p<0.01$

As can be seen from the above table (Table 2), Chi-square test is used to study the difference between gender and the tendency to reach a transaction. The results of Chi-square analysis showed that gender had 0.01 level of significance on the transaction tendency. Through the comparison of percentage differences, it can be seen that the proportion of female choosing Little Red Book is 40.94%, which is significantly higher than that of male choosing 23.08%, and the proportion of male choosing TikTok is 76.92%, which is significantly higher than that of female choosing 59.06%. Therefore, all the samples of different genders showed significant differences in the tendency to reach a transaction. Female are more likely to make deals on Little Red Book, while men are more likely to make purchases on TikTok. This result also confirms the author's previous hypothesis.

4.3 "ZhongCao" rate/write and share experience rate/purchasing rate for 5 types of products

Table 3- "ZhongCao" rate/write and share experience rate/purchasing rate for 5 types of products

	Little Red Book		TikTok	
Fashion and Beauty products				
	Number of people	Proportion	Number of people	Proportion
"ZhongCao" this product	128	58.99%	104	54.17%
Write and Share Experience	37	17.05%	21	10.94%
Buy the product	52	23.96%	67	34.90%
Number of people	217		192	
Weight for number of people	26.05%		23.44%	
Household products				
"ZhongCao" this product	98	53.26%	93	51.38%
Write and Share Experience	27	14.67%	16	8.84%
Buy the product	59	32.07%	72	39.78%
Number of people	184		181	
Weight for number of people	22.09%		22.10%	
Digital and Electronic products				
"ZhongCao" this product	102	64.15%	99	59.28%
Write and Share Experience	26	16.35%	16	9.58%
Buy the product	31	19.50%	52	31.14%
Number of people	159		167	
Weight for number of people	19.09%		20.39%	
Children's and Outdoor products				
"ZhongCao" this product	77	58.33%	76	53.90%
Write and Share Experience	18	13.64%	17	12.06%
Buy the product	37	28.03%	48	34.04%
Number of people	132		141	
Weight for number of people	15.85%		17.22%	
Training courses and self-improvement services				
"ZhongCao" this product	88	62.41%	83	60.14%
Write and Share Experience	19	13.48%	20	14.49%
Buy the product	34	24.11%	35	25.36%
Number of people	141		138	
Weight for number of people	16.93%		16.85%	
Total Number of people	833		819	
Total				
"ZhongCao" this product	59.18%		55.56%	
Write and Share Experience	15.25%		10.99%	
Buy the product	25.57%		33.46%	

5
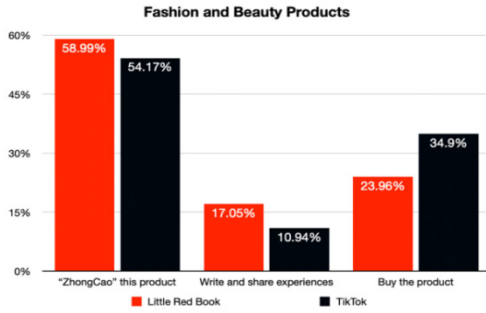
Figure 1-Fashion and Beauty products

Figure 2-Household products
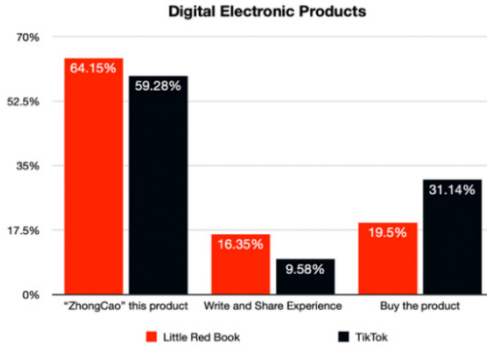
Figure 3-Digital Electronic products

Figure 4-Children's and Outdoor products

Figure 5-Training courses and self-improvement services
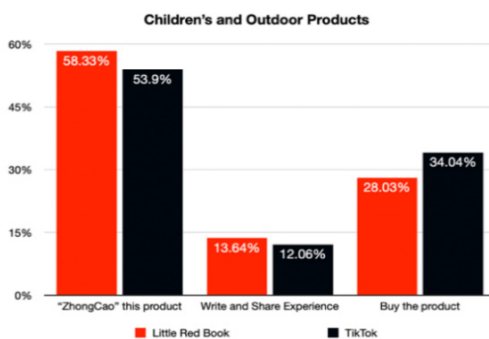
(Figure 1 to 5 are the table with more detail and comparison for Table 3,

which can help Table 3 to understand the data)

As we can see from the table (Table 3), users interested in fashion and beauty product most in both of the platforms as they have the highest number of people, people who use Little Red Book are least interested in children's and outdoor products, and least interested in training courses and self-improvement services in TikTok. For the rate of "ZhongCao", in Little Red Book it has the highest rate for digital and electronic products, and highest rate of training courses and self-improvement services in TikTok, so this means, the advertisement for digital and electronic products, and training and self-improvement services will be more successful than other products. Users who use Little Red Book will be more likely to write and share their own purchasing, using experiences and feelings on the app than the user who use TikTok. According to the rate of purchasing, the graph can show that the rate for buying household products is the highest in both two apps. In total, the survey can tell, the rate of "ZhongCao" are more successes in Little Red Book compared to TikTok, and more users like to share their personal experiences to the public, but the rate of purchase is higher in TikTok, which represents the conversion rate in TikTok is higher, and the way do the advertisement by TikTok is better.

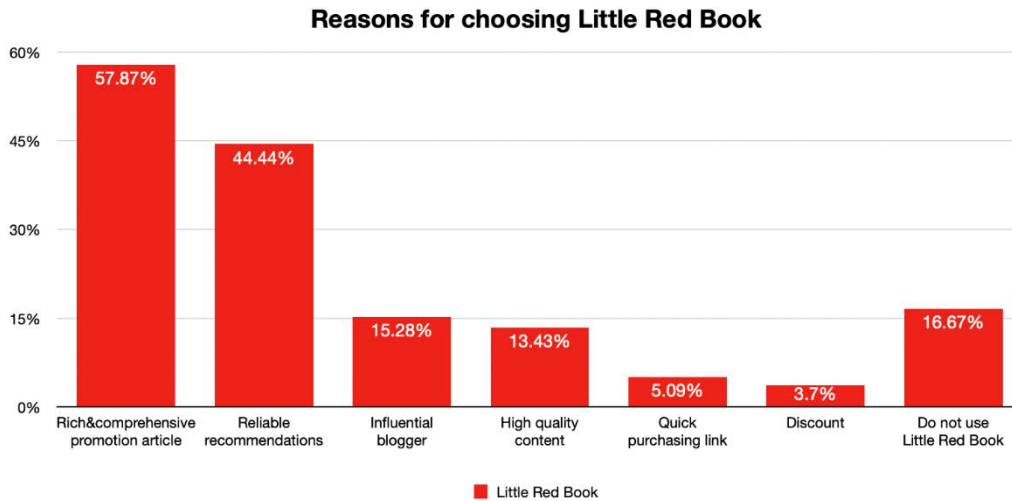## 4.4 Users using intention and impression for   Little Red Book and TikTok

Figure 6-Reasons for choosing Little Red Book

People choose to use Little Red Book first because it has rich and comprehensive promotions article, which can easily to get familiar with the products, then because the reliable recommendations that KOL and KOC post online, third because there are many influential bloggers, which may attract them to buy the products they sell, but this is significantly less than the first two options. (Figure 6) Beside the option that provide for people, some people give addition answers, they use it because the people around them use the app, and there are large number of international students.

Half of the people think they prefer the way of picture and text (51.85%), 36.57% of the people prefer short video. The rest 11.57% of people are not familiar with the app as they do not use it. People think the publicity in Little Red Book are immediate for understanding new products, which is more directly and less time consuming, they can catch the information they want quickly, this is the best reasons attract them, also because Little Red Book focus on the social atmosphere, so this gives users a channel to let them communicate more closely, and get more real feeling and evaluations from the users who used the products and has no profit with the product directly.
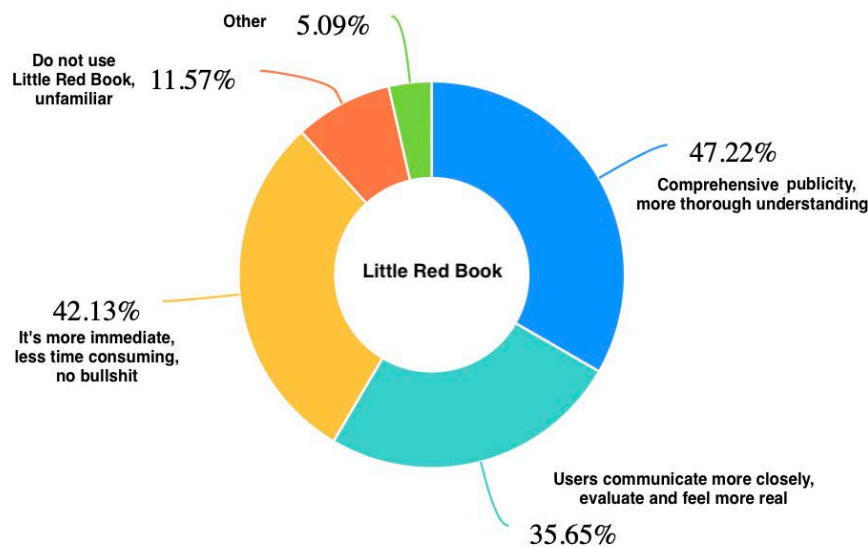

Figure 7- The reason for why choose the method of publicity of Little Red Book above.

There is a clear difference between the options. (Figure   7) The additional answers collect said they choose text

and picture because they cannot scan through short videos while in office, and this can provide an easier and faster way to know the products, and enable them take time to thinking.
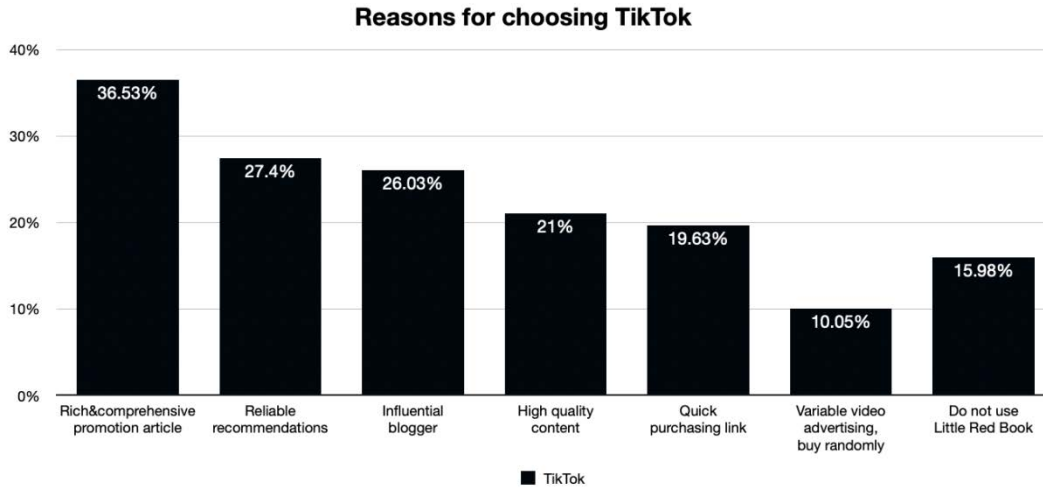
Reasons for choosing TikTok

Figure 8- Reasons for choosing TikTok

The difference in proportion between the options is small, and the cliff is not very large. The first two options that attract users most is same as Little Red Book, and influential blogger is still the third, but the rate for high quality content and quick purchasing link and variable advertising are substantially greater than Little Red Book. (Figure 8)

Some people choose TikTok because they are used to it, they used TikTok at the very beginning when the internet was popular, and they are too lazy to change the software, and during the summer vacation, there are many fun on TikTok live.
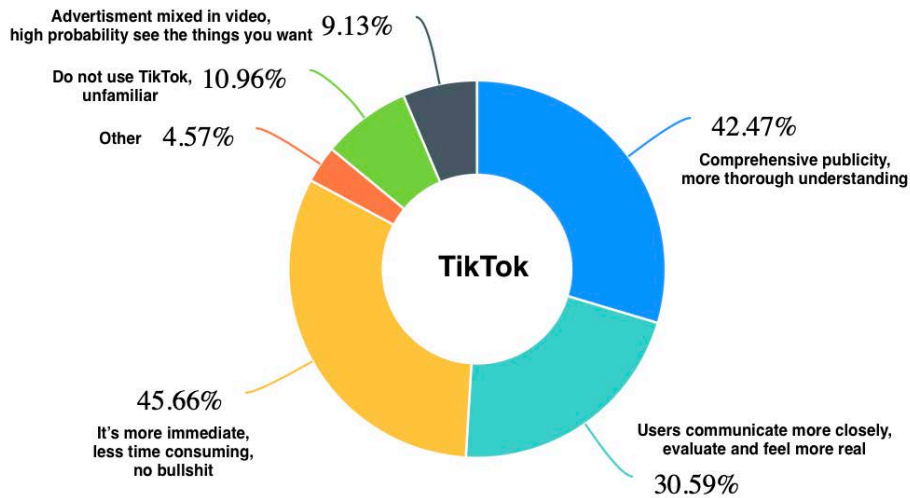

Figure 9- The reason for why prefer the way of publicity of TikTok

In both platforms, the highest reasons are same, but because the entertainment video will be mixed with advertising recommendations, it is easy to see what you want in the process of sliding, and because of the longtime of use, it is more likely to be "ZhongCao". (Figure 9)

What do you think are the differences between Little Red Book and TikTok in the following aspects?
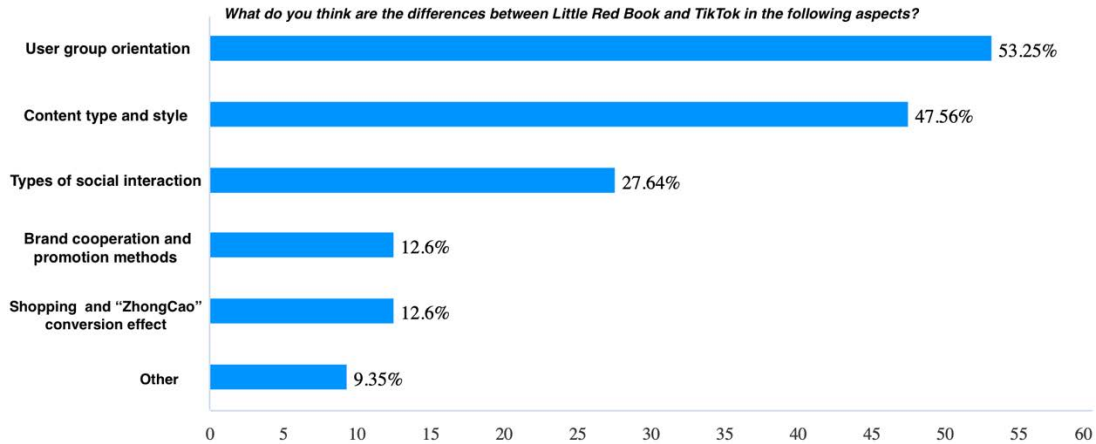
Figure 10- The differences between Little Red Book and TikTok

The biggest difference between the two software is the user group, more than half of the answers have chosen this option, and the gender and selection in the front also exactly proves this point, followed by the style and content form close to but not half, one is a large number of graphics, one is a large number of short videos, the third is the way of social interaction. Twice as much as the remaining two options, but still far less than the first two options, and the way brands collaborate and promote is coincidentally in the same proportion as the "ZhongCao" conversion rate. (Figure 10)
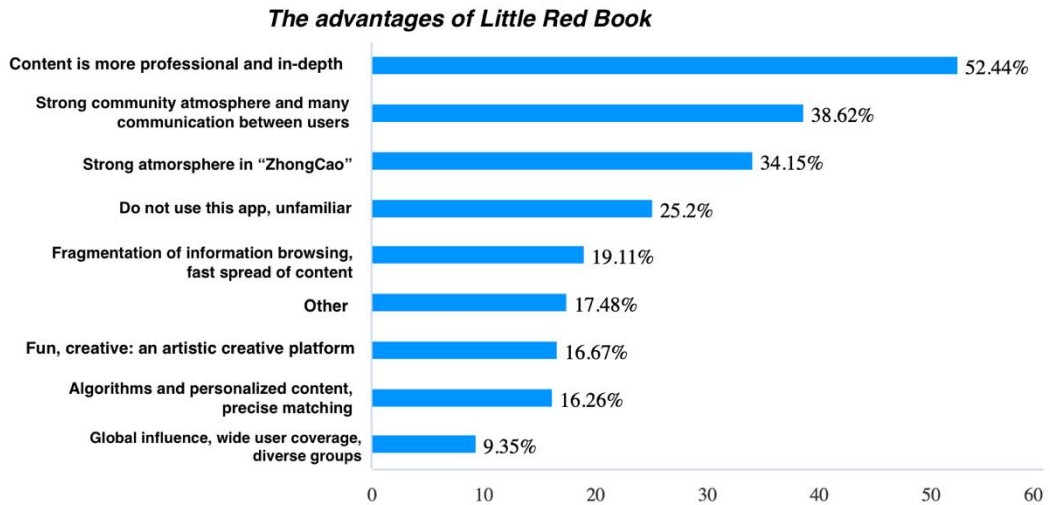

The advantages of Little Red Book

Figure 11- The advantages of Little Red Book

The content in Little Red Book in really professional and in-depth, many KOLs always give useful experience and recommendations, so this becomes the most attractive point. The strong community atmosphere, so users can communicate with each other in the platforms, and get a good relationship. Third is the strong atmosphere of "ZhongCao", the rate of "ZhongCao" in Little Red Book is higher than in TikTok. The lowest is the global influence and wide user coverage, this is because Little Red Book only for Chinese users and the market, unlike TikTok there is no specific overseas version. (Figure 11)
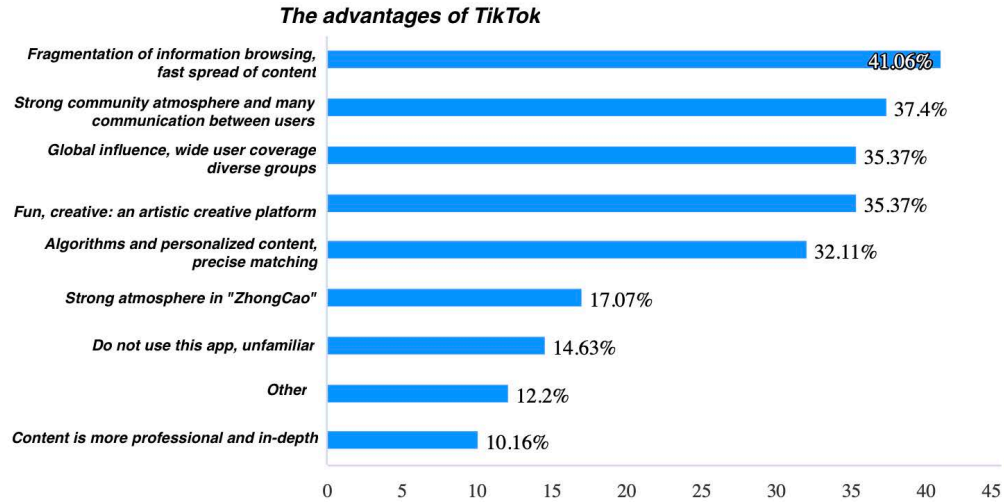
The advantages of TikTok

Category	Percentage
Fragmentation of information browsing, fast spread of content	41.06%
Strong community atmosphere and many communication between users	37.4%
Global influence, wide user coverage diverse groups	35.37%
Fun, creative: an artistic creative platform	35.37%
Algorithms and personalized content, precise matching	32.11%
Strong atmosphere in "ZhongCao"	17.07%
Do not use this app, unfamiliar	14.63%
Other	12.2%
Content is more professional and in-depth	10.16%

Figure 12- The advantages of TikTok

Because TikTok are mainly short videos, so this can use the fragmented time, information can be spread quickly, and the global influence and wide user coverage for diverse group are more influential, this rate is same with the reason of fun and creative platform, this is because TikTok focus on create fun challenge to attract user attention, the lowest reasons is the content in TikTok are less profession and in-depth. (Figure 12)

5. Discussion

5.1 User's group

The results of my research indicate the user's group, the conversion rate through "ZhongCao" rate and purchasing rate and the differences and advantages of these 2 platforms that from people's using feeling and impressions. The questionnaire show that female is more likely to use Little Red Book, male is more likely to use TikTok and female are more likely to make deals on Little Red Book, while men are opposite. This supports the hypothesis that the main user group of Little Red Book is women, as it demonstrates the transaction are a high proportion by women and more women choose the Little Red Book as a voluntary choice.

According to the secondary research, the CEO of iiMedia said Little red book "ZhongCao" is very careful, and the accumulated user group is also very accurate, attracting a large number of white-collar workers, high knowledge, and women who have the pursuit of quality life (Li & Li, 2022), and the research in the strategy of marketing of Little Red Book said it established a community and positioned its target users as "1985" and "1990" women with a higher level of knowledge and pursuit of life. (Liu &

He, 2023) So as a result, the main group user in Little Red Book are women, and they do a lot of trading.

5.2 Conversion rate

Surprisingly, some findings from the research were unexpected. The hypothesis the author made is the "Zhong-Cao" atmosphere and purchase rate is higher in Little Red Book, and significant lower in TikTok because it seems focus more on entertainment. But the results find from the questionnaire shows that although the "ZhongCao" rate is higher in all types of products in Little Red Book, the purchase rate is larger in TikTok.

Moreover, the previous research show that compared with graphic recommendation, short video recommendation can significantly improve consumers' purchase intention, and graphic recommendation can create greater psychological distance for consumers compared with short video recommendation, thus reducing perceived value. (Zhao, 2023&2024) Hence, the purchasing rate is greater in TikTok. In contrast to earlier findings, the results were different to the secondary research, the data collected by Questmobile said that the conversion rate of Little Red Book is higher than TikTok, but the results find from the conclusion show the conversion rate is higher in TikTok. This may cause by two reasons. The first reason is the survey group of the questionnaire, as there are more people choose to use TikTok to make the final deals. The second reason is because TikTok's popularity among young people, driven by trends and challenges, makes it a fashionable platform accessible to all ages, increasing ad exposure and purchase likelihood. In contrast, Little Red Book primarily attracts working women, leading to a lower purchase rate due to its more limited user base.

5.3 The way of "ZhongCao"

The role of KOLs on social platforms such as Little Red Book cannot be ignored. The study emphasizes that "the influence of KOL has a positive impact on consumers' purchase intention." They can effectively influence the purchasing decisions of fans and other users by sharing their personal experiences and product reviews. (Zhao, 2020) The experimental results show that the content quality, relevance, source credibility and social influence of KOL "ZhongCao" have significant positive effects on consumers' purchase intention, among which the content quality has the strongest influence on consumers' purchase intention. (Zhao, 2020) Therefore, reliable and authentic sharing is naturally the main reason to attract users. Little Red Book attaches great importance to social functions to enhance emotional interaction. Users can check the dynamics of bloggers they follow, interact with bloggers' messages, and click "share moments" to record their daily life. At the same time, the platform encourages user message each other and publish positive language. (Zhang, 2021) This creates a strong social atmosphere and a sense of community.

Content planning is the core of short video content marketing, and a successful content planning must focus on creativity, fun and topics that can arouse wide attention. Creativity is an important factor to distinguish the quality of short videos, which can help short video works stand out from many similar works, and is also the key to capturing users' eyes. (Wang, 2024) Therefore, TikTok often creates a variety of interesting challenges and topics in the platform to attract the audience of users, let them want to join challenge, so that users have a greater chance to see the promotion of goods and be "ZhongCao".

The above secondary studies explain in more detail why these two platforms appeal to consumers, how they work, and what users see as their advantages

5.4 Implications and Suggestions to Little Red Book and TikTok

For the publicity of different type of products, the author suggests the manufacture focus more on the advertisement in Little Red Book as they have a higher "ZhongCao" rate, and focus more on the customer service, after-sales services in TikTok, because they have a higher purchasing rate. And as Little Red Book has a large group of users will be the KOL and KOC to write and share experience, they can use this advantage, make more effort in attract people from user to buyers, for example they may make the buying easier, provide more quick purchasing link, and beside that expand the user range, make it suitable for all ages, so the conversion rate might be higher. For

TikTok, they need to constantly come up with new and non-repetitive ideas to attract attention, and at the same time, they should strictly control the quality of videos to avoid shallow content without depth and low situation.

6. Evaluation

6.1 Successful

In terms of the scope of the investigation, the author plans the scope of the research objectives within China. The questionnaire was sent out in the form of electronic questionnaire, and the answers from 31 provinces in China (34 in total) were collected, covering 91% of the country's land area, and the answers from various age groups from 18 to over 45 years old. In comparison, the data is more universal, diverse and representative.

The research has had a lot of success. Through the understanding of different platforms, the author compares the different publicity effects of different types of products and the respective advantages of the two platforms. In addition, when collecting secondary data, no scholars have studied the amount of grass planting, writing and sharing and purchase of specific products on the platform. In this paper, the author has made a study of this aspect, trying to make up for the research gap.

6.2 Limitations

When analyzing the different publicity methods and "ZhongCao" modes of Little Red Book and TikTok, as well as the conversion rate from "ZhongCao" to purchase respectively, the author can only compare and analyze the product types advertised by the two platforms, the reasons for making customers choose, and the points attracted by the two software to customers, due to time constraints. However, there are many other software and platforms that have many different ways to buy and "ZhongCao", many distractions, and more diverse ways, so these factors are not fully representative of how "ZhongCao" is going and purchased. Also, there aren't any literature related to different ways of marketing, so the author cannot combine literature to analysis the results for those products.

6.3 Future

In the future, the author can further study the impact of publicity methods for different types of products on users' "ZhongCao" intention and purchases, and consider the impact of other platforms on "ZhongCao" and purchases on Little Red Book and TikTok in a more comprehensive way.

7. Conclusion

The main goal of the study is to find how different ways of publicity by Little Red Book and TikTok influence consumers' purchasing decision, and how successful the advertisement is. The author hopes that this article can provide valuable information about the current situation, and give the producer of different types goods suggestion in which platform is better for advertise their products or where to focus on after-sale service. Purchasing rate is the most significance finding on the research, and people were most interested in fashion and beauty products, and least interested in children's and outdoor products in Little Red Book and training courses and self-improvement services in TikTok. Through primary and secondary research, the final conclusion is that the both two platform are good at doing publicity, but the "ZhongCao" and conversion rate is different between this two app , and according to varies products, people will prefer different using action.

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There is no official name for Little Red Book in English, so there are many forms translate version, and the author use "Little Red Book", but there are Xiaohongshu, Red, Small Red Book in other literature, which are all the name of this app.

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