

## RESEARCH ARTICLE

## Understanding Emotional Attachment and Media Engagement: An Analysis of Attachment Theory in the Context of Douyin Beauty and Fashion Short among Chinese Young Females

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### ABSTRACT

As an analytical theory of the emotional relationship between individuals and others, attachment theory can analyze the essence of attachment behaviour in Chinese women's short videos and discover the practical effects of attachment theory. This paper takes Douyin's short videos of beauty and fashion as the research object, collects data with the help of questionnaires and actual surveys, and studies the relationship between emotional dependence and media investment through regression analysis. According to the theory of emotional dependence and media input, the independent variable indicators of enthusiasm, viewing time, and video concentration were determined, and the dependent variable indicators of video attachment were determined and analyze. The results showed a correlation between the independent variable index and the dependent variable index, and the independent variable index was independent of each other, proving that the emotional dependence theory and media investment strategy would make young girls' videos dependent on beauty and fashion short videos. Therefore, beauty product manufacturers can formulate sales plans based on the theory of emotional dependence and media investment strategies to increase young female consumers' dependence on beauty products and increase the sales of fashion products.

### INTRODUCTION

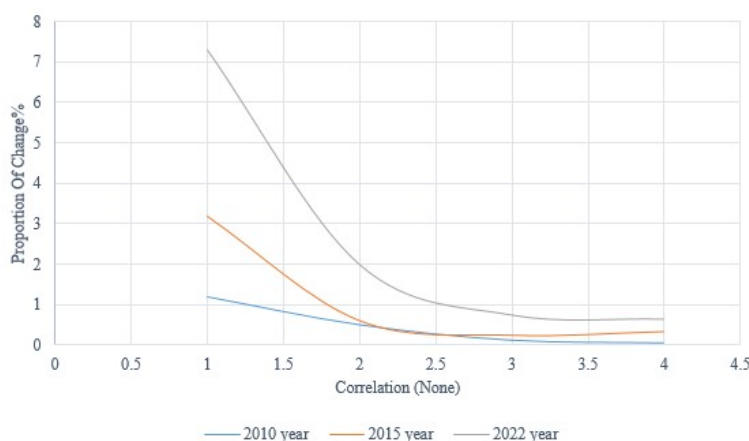
To study the influence of dependence theory and media input method on the degree of short video dependence of young women, this paper takes the beauty short video in Douyin as the research object (Alamuru and Jain, 2023). At present, the research on the theory of dependence and the method of media input mainly stays in the theoretical research method, which cannot provide support for the marketing

of beauty products, let alone the development of psychological theory, emotion theory, and new media (Braun-Koch and Rief, 2023) Therefore, this paper uses the regression analysis method to analyse the impact of dependency theory and media investment. Enthusiasm (Cheng et al., 2023), viewing time, and video concentration are the leading indicators of short video promotion, and they are also the main aspects of beauty short video research, while video attachment is

the main direction of emotional dependence theory in short video research (Cheng et al., 2023). Therefore, it is recommended to take the above indicators as the research direction and conduct regression analysis to obtain comprehensive research results.

In China today, the Douyin short video platform is developing rapidly. Among them, the number of daily active users of Douyin has exceeded 700 million/day (Cheng et al., 2023), and platform users' average daily video viewing time is as long as 2 hours/day. By the end of 2022, 48% of female active users on Douyin and 52% of short video users. Among them, young women

account for 25% (Conlon et al., 2023), and, according to relevant data, the total time spent watching Douyin beauty and fashion videos per day has reached 33.33 million hours (Dong and Xie, 2023; Sandybayev et al., 2020; Waheed and Jam, 2010). The above data shows that young women form an emotional attachment to Douyin beauty fashion videos (Dong and Xie, 2023). This number is gradually rising, and the rate may be faster than people think. Moreover, young women with a high degree of emotional attachment spent 2.84 hours per day on Douyin beauty and fashion videos. The specific survey results are shown in Figure 1.



**Figure 1: Douyin of female users in China (Source: Internet survey)**

It can be seen from Figure 1 that Chinese girls' attachment to Douyin is gradually increasing, and the correlation between Douyin attachment and other lifestyles of girls has nothing to do with it, indicating that the influence of emotional attachment on Douyin attachment is gradually increasing. Therefore, this paper looks at attachment theory to understand the emotional attachment and media investment of young Chinese women in Douyin beauty fashion videos, a relatively new topic with certain research value (Dong and Xie, 2023; Kamaruddin and Sulaiman, 2017). This paper's main problem is understanding young women's attachment to beauty fashion videos in Douyin and the influence of content and attention time on women's beauty fashion products. The aim is to explore better the factors that influence Douyin's short beauty fashion videos on women regarding emotional attachment. The organisational framework of this study is as follows: 1) Explain the connotation

of attachment theory and its influence on young women's pursuit of fashion and beauty. At the same time, it introduces the role of attachment theory in women's emotions and attachment to digital media and its influencing factors. 2) Investigate the sales of anchors with more than 100,000 followers on Douyin's social media from 2020 to 2023 and the time of the anchors' publicity for different beauty and fashion products to obtain first-hand raw data. 3) Determine the independent variables of beauty and fashion products by referring to the relevant reference literature. The dependent variable and regression analysis will be used to find out the factors affecting young girls' emotional attachment to Douyin's social media short videos on beauty and fashion and provide data support for related research on post-digital media and mass communication. 4) Summarise the factors affecting young women's emotional attachment to Douyin's short videos

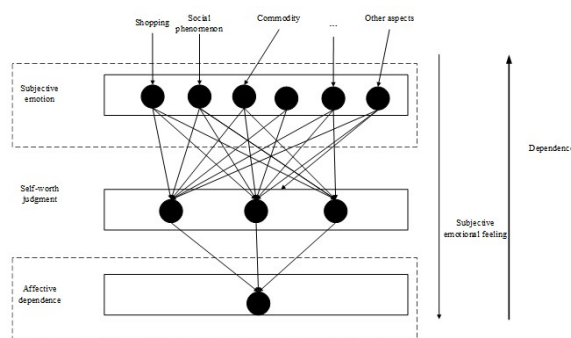
on beauty and fashion according to the results of the analysis, determine the factors affecting young women's emotional attachment to beauty and fashion short videos on Douyin's social media, and determine women's emotional attachment and the impact on the consumption of beauty and fashion products, forming an empirical summary to provide support for related research.

**RELATED RESEARCH**

**The nature of emotional attachment**

Emotional attachment is the psychological feeling women form after receiving Douyin video information

and judging their values (Fang et al., 2023). Emotional attachment has two major characteristics: first, emotions are the subjective products of women and are non-material emotions; second, emotions are women's self-attitude experiences obtained after psychological judgment and non-general conditioning (Geng et al., 2023). The process of women's formation of emotions is complex, and emotions and their changes are closely related to women's values and judgement standards. Third, emotion and reason are relative but unrelated, and the specific process is shown in Figure 2.



**Figure 2: Emotional attachment (Hewei, 2022)**

As can be seen from Figure 2, emotional attachment is a subjective cognition. Among them, there is a certain regularity in the attachment relationship, which should be related to the people and things in psychological attachment. Psychological attachment needs to be judged according to specific standards of women and then judged and reacted to this result (Lewis, 2023). In addition, the emotions in psychological attachment have the characteristics of transience, which is women's most direct instantaneous reaction when obtaining external

information. It has not experienced women's "certain thinking (Li et al., 2023). Psychological attachment is a kind of "deep thinking" after receiving external information and maintaining understanding and feelings for a certain period. For example, shock, anger, pleasure, and shame belong to emotions, not emotions, so psychological attachment has a certain randomness (Lin et al., 2023). Emotion is an attitude towards things formed through the accumulation of long-term experience, and the specific results are shown in Table 1.

**Table 1: The influence of different psychological attachment directions on beauty fashion short videos**

Psychological attachment direction	Enthusiasm	Viewing time	Video concentration
Positive emotions	Freshness, satisfaction, responsibility	Long-term time, stable time	Attention, pursuit
Negative emotions	Recommended, random, enthusiastic, curious	Short-term time, random time	Random attention, no pursuit

As seen from Table 1, emotions arise in women's real lives and affect women's lives. At present, the academic community has found that once women have experienced a lot of negative life experiences, they are more likely to have a lot of negative emotions, and this negative emotional experience can limit women's positive emotional responses and reduce their quality of life. Generally, women with positive emotions tend to be milder and more confident, while women with negative emotions tend to be more conservative and cautious (Liu et al., 2023). It can be seen that the study of emotions from enthusiasm, viewing time, and video concentration will help women understand themselves and change themselves, thereby improving their self-confidence and self-worth and having a positive impact on their lives (Liu et al., 2023).

#### **The relationship between emotional attachment and video concentration and enthusiasm**

Emotional attachment refers to the emotional problem of a woman having a severe attachment to a woman or something. Emotional dependence loses its effect if there is a sense of novelty, random enthusiasm, or satisfaction. Emotional attachment requires long-term attention or random pursuit, and the causes of emotional dependence are more complex and have substantial individual differences, so it is necessary to analyse emotional dependence from video concentration (Liu et al., 2023). Emotional attachment first occurs in the woman's family, and the woman's family of origin profoundly influences this. Many habits will accompany her throughout her life—long-term emotional attachment (Lu et al., 2023). Suppose women have lacked their parents' attention in the family since childhood. In that case, they will seek emotional needs from other women outside when they grow up, such as the other half, teachers, celebrities, Internet celebrities, etc. They have not been able to get it from their parents before, so they will put too much energy into something and grow up to be a woman. There is a connection between video concentration and emotional dependence (Naik and CD, 2023). Over time, video concentration will allow dependencies to form.

#### **The influence of attachment theory on video attachment**

The famous psychologist Bowlby put forward the attachment theory, which advocates that women will have attachment behaviours because of specific psychological needs and become attached to things that they trust and love very much. Short videos have the characteristics of enthusiasm, viewing time, and video concentration, which will make girls have video attachments and be very close to the things they like (Nawaz et al., 2023). Douyin beauty fashion short video attachment behaviour often has such characteristics: strengthening the attention to liking short videos may be practical and psychological attention. Once girls leave Douyin Fashion Short Videos, they will have repeated separation anxiety. It can be seen that women regard Douyin fashion short videos as a psychological need. In addition, attachment patterns may appear in the early stages of women's attention. They may continue to occur as they grow up. The content of Douyin's short videos on beauty and fashion may change, and this may even affect women's lives, careers, and relationships with other women. After Bowlby, Ainsworth continued the former research and proposed an experiment, the "strange female situational experiment," which began to study the attachment patterns of infants and identified three attachment patterns: secure attachment (Qu et al., 2023), avoidant attachment, and anxious attachment. Since then, in the research on attachment problems, the academic community has developed a new concept of "minimization" and proposed some treatment strategies. General attachment does not require intervention. However, if the attachment problem develops into a more severe situation, emotional intervention must be needed for women to return to normal life, study, and work (Rahmatullah and Gupta, 2023).

Attachment theory systematically summarises the reasons for the emotional bond (Van Vlierberghe et al., 2023), the establishment of intimacy, and the common characteristics of attachment behaviour between young women and short video content, and believes that women's emotional stability and mental health level will be affected by the emotional state of women and their attachment to Douyin beauty fashion short video content (Wen, 2023). Some women

believe that, from an emotional point of view, women's attachment can also be caused by the instability of the emotional connection between them and other women (Xu et al., 2023).

## METHODOLOGY

### Regression model establishment

#### Independent variables

*Enthusiasm (EN)*: Enthusiasm is the focus of beauty fashion short videos. Douyin has a high popularity rate, so attention to beauty and fashion short videos is an important indicator and has a high degree of illustrative nature. Currently, the enthusiasm for Douyin beauty and fashion short videos in China has been influenced by other short video platforms, such as Kuaishou, and there are also significant differences. Beauty and fashion short videos can be measured by attention, and the calculation formula is that attention = attention of Douyin fashion short videos / total number of followers \* 100%.

*Viewing Time (VT)*: Viewing time is the main influencing factor in beauty and fashion short videos, and viewing time has the characteristics of superposition and specificity. Extending the viewing time can promote the development of short videos about beauty and fashion. Considering the extension of viewing time, this type of fashion short video represents this article, and its calculation formula is:

Viewing time (VT) = (video volume / total number of videos + video click-through rate / total click-through rate + video repetition / video click-through rate) / 3\*100%.

*Video Concentration (VC)*: Any beauty fashion short video needs to be calculated for attention concentration; otherwise, there will be bias depending on the analysis results. Attachment analysis is to increase media throughput and obtain more accurate input plans. There is a gap between different media content. Through the degree of attachment survey, you can develop a more accurate machine brush for investing in beauty fashion short videos, such as funds, technology, and experience. To promote the development of beauty fashion short videos, the calculation formula is:

Video Concentration (VC) = (short video content / total short video content + video frequency / total video frequency) \* 100%

#### Dependent variable

The video attachment (VA) indicates Douyin's follow-up and can support media engagement. This paper uses the video attachment degree as the dependent variable to construct the corresponding regression model.

#### Regression model analysis

*Survey samples*: In this paper, 185 fans of Douyin's short videos from January 2020 to June 2023 were used as the research object, and the data were obtained through questionnaires and interview outlines. Among them, the questionnaire is divided into two parts: the first part is an introductory letter, and the second part is divided into three categories, namely enthusiasm, viewing time, and video concentration, and each part is divided into four subcategories. The score is 1 5 points, and the higher the score, the stronger the emotional dependence. The credibility and validity of the questionnaire were 0.75 and 0.79, respectively, which were greater than 0.7, indicating that the overall questionnaire results were good. The number of questionnaires distributed was 85, with a recovery rate of 97%; 1 was not responded to, and 1 needed to be completed.

*Comprehensive analysis of sample data*: Based on the above analysis, a regression model of video attachment is constructed  $VA = \alpha + \beta_1 EN + \beta_2 VT + \beta_3 VC + \varepsilon$ . Among them, VA is the dependent variable, EN, VT, and VC are the independent variables, is the amount of interference, and attachment theory. Taking the short video data of Douyin beauty fashion, regression analysis is carried out, and the results are shown in Table 2.

It can be seen from the above table that  $R^2 = 0.093$  and adjusted  $R^2 = 0.932$ , indicating that the overall fit of the equation is good and the alkalinity between the independent variable and the dependent variable is strong. Durbin-Watson stat = 4.323, indicating no correlation between variables;  $F = 192.12$ ,  $p = 0.001$ , indicating a significant correlation between the independent and dependent variables; and a linear regression model can be constructed. At the same time, the P values of EN, VT, and VC were all less than 0.05, indicating that each independent variable had a significant influence on the dependent variable, VA. According to the partial regression coefficient arrangement, the independent variables with the highest to lowest influence on VA are VC, VT, and EN.

**Table 2: Regression analysis of young women's Douyin beauty fashion short videos**

Variable	Coefficient	Std.Error	t	p
Constant	0.002	0.022	0.302	0.122
EN	0.012	0.034	10.22	0.004
VT	0.023	0.062	5.432	0.001
VC	0.122	0.111	3.922	0.002
R <sup>2</sup> 0.096			mean 0.0312	
Adjusted R <sup>2</sup> 0.073			SD 0.092	
S.E. 0.042			Akaike info -4.232	
Sum Squared resid 0.022			SchwaEN -5.233	
Log likelihood 6.414			F 192.12	
Durbin-Watson stat 4.323			P 0.001	

Data source: Questionnaire, interview outline

Comparison with relevant domestic studies: To verify the validity of the results of this study, the results are compared with relevant domestic studies, shown in Table 3.

**Table 3: Comparison of indicators for different methods**

Way	Variable	Coefficient	Std.Error
The methodology of this article	IN	0.012	0.034
	VT	0.023	0.062
	VC	0.122	0.111
R <sup>2</sup> = 0.096 (Yan et al., 2023)	IN	0.022	0.034
	VT	0.033	0.062
	VC	0.082	0.091
R <sup>2</sup> = 0.082 (Yin, 2023)	IN	0.022	0.044
	VT	0.018	0.052
	VC	0.092	0.082
R <sup>2</sup> = 0.087		Log likelihood = 5.014	

Note: The Chinese contribution data in the table is obtained by relying on the subject content of the article and related information for secondary calculation.

As can be seen from Table 3, compared with the data in Yan et al. (2023) and Yin (2023), the results of this paper are similar, indicating that the results of this paper are consistent with the conclusions of related studies. However, the correlation in this paper is higher than that in Yan et al. (2023) and Yin (2023), indicating that the indicators in this paper have a more noticeable impact on the results. The log-likelihood value of this paper was significantly higher than that of Yan et al. (2023) and Yin (2023), which further indicated the validity of the results of this study.

**Regression model results**

EN's coefficient value is the smallest, indicating that this factor has less impact on Douyin's short videos of beauty fashion. The main reason is the rise of the Douyin platform. Women's enthusiasm for short videos has reached an unprecedented high

period. According to relevant data, Douyin's daily active users have exceeded 700 million women, and there is still much room for growth. Among the 700 million women, more than 48% are women. In the relevant data in the Douyin beauty fashion short video, women's data shows youth. For example, survey data at the beginning of 2023 shows that the leading followers of Douyin beauty fashion videos are 18–23 years old, followed by women aged 25–35, and finally, women over 35 years old. V.T.'s coefficient value ranks third, only better than V.C., indicating that the impact of viewing time on Douyin beauty and fashion short videos is low, mainly because women have more leisure time and more time to watch Douyin. The survey results show that the overall data of search and live broadcasts in Douyin Beauty and Fashion will increase by more than 50% in 2022, while the

average monthly viewing time of short videos in Douyin Beauty and Fashion will be 4 billion hours. The average monthly viewing hours of live broadcasts have exceeded 60 million, and there is still much room for growth overall. Among them, female users exceeded 66.66%, and female users exceeded 25%. Between January and December 2022, young women in China spent 33.33 million hours daily on Douyin beauty and fashion videos or more than 33 million hours. The "beauty ingredient party" and "fashion party" spend 2.84 hours daily watching Douyin beauty fashion videos. As we all know, women's 24 hours a day, excluding the time required to eat and sleep, can allow women to freely use up to 13–14 hours. 2.84% of Douyin use time is equivalent to 21% of women's discretionary time, more than 20%. At the same time, the viewing time of young women is increasing.

V.C.'s coefficient value ranks first, indicating that enthusiasm most obviously impacts Douyin's short videos of beauty fashion. Because attention is an interest, young women pay more attention to beauty video content. In the "Group portrait" composed of young women on the Douyin short video platform, young women with the labels "beauty ingredient party" and "fashion pioneer" represent "love beauty" and "not only love beauty but also love fashion," respectively, further illustrating the research of this paper. TGI stands for Target Group Index, and in the network data platform, this concept is used to understand and determine the user's liking for specific content. If  $TGI = 100$ , the user is included in the target group. The survey data shows that the TGI statistics of the two types of young women, "beauty ingredient party" and "fashion pioneer," represent their attention to beauty and fashion Douyin videos. This can reflect their media investment and emotional attachment to beauty and fashion in Douyin to a certain extent. According to relevant statistics, the Douyin beauty fashion short video  $TGI=384$  young women of the "beauty ingredient party" and the Douyin beauty fashion short video  $TGI=284$  young women of "fashion pioneers" exceeded 200. It can be seen that according to the TGI numerical standards mentioned above, the TGI values of the "beauty ingredient party" and "fashion pioneer" of the Douyin platform in 2022 are already much higher than the standard of 200 values that are "generally dependent."

## RESEARCH RESULTS AND DISCUSSION

### Immersion experiences lead to a sense of well-being in young women

In 1975, psychologist Mihaly Csikszentmihalyi pioneered a creative theory, the "attachment theory." Attachment theory believes that when users are very focused on something, they will not perceive the changes in things and time around them. They can also obtain a high sense of security, pleasure, and psychological satisfaction. Women in this immersive state will lose self-awareness and temporary unity of behaviour and consciousness. Simultaneously, they will lose their sense of time. Douyin beauty fashion videos have a strong sense of "immersive" experience. When young women watch Douyin beauty fashion videos for too long, the aesthetic makeup and some contrasts and changes will impact them, giving them a sense of self-substitution. It is easy for women to focus on this type of video, turn the beauty in the video into "themselves," and then produce an "I am beautiful" enjoyment to immerse themselves in it. Feeling the things around them is challenging if the time is longer. It will make them too obsessed with this feeling and cause a self-understanding deviation (Zhang et al., 2023).

Moreover, Douyin beauty fashion videos are often displayed one after another. Douyin has a tremendous amount of user data and can combine it with current big data technology to label users. Suppose young women actively search for some beauty fashion videos every day or watch more Douyin beauty fashion videos. In that case, Douyin will always push beauty fashion videos for young women, stimulate these young female users, and give them a sense of immersion. This immersion will make them continuously use Douyin to watch beauty fashion videos, which leads to a more profound attachment. In addition, the playback of Douyin short videos is very impactful, its playback is often very smooth, and the operation is also effortless because it is a vertical screen and full-screen playback, so it can improve the smoothness of video playback to a certain extent, bring a more precise video experience to young women, and then let them spend more time watching beauty and fashion videos. In addition, Douyin will also provide users with a like function on the right side, which can be commented on, forwarded,

and posted videos, and can have a deep filter beauty function, so as long as young women gently slide their hands, the next beauty fashion video will be shown to them immediately; they don't even need to think about anything or choose a different type for themselves. Therefore, it enhances the immersive experience so that young women want to watch more and more. The more they look, the more they do not know that time is quickly lost, making them "get carried away." If a Douyin beauty fashion video is 2 minutes long, then with this push mechanism, ease of use and the immersive experience of Douyin, young women spend 2.84 hours watching Douyin beauty fashion videos. Maybe it seems like a long time, but in the end, there is only a "momentary" sense of trance, and when young women come back to their senses, an afternoon may pass, and a night passes.

What is more worth mentioning is that the feeling of spending too much time focusing on something and then suddenly interrupting quickly brings psychological "instant loss" and then makes young women have a wrong understanding, thinking that this is the so-called "depression." If not paid attention, it will make young women very pessimistic or confused about life. To make this sense of loss disappear, young women are likely to start unconsciously taking the initiative to find videos to watch, which will aggravate the degree of emotional attachment and then affect their life state and psychological state. In short, the emotional attachment to Douyin beauty fashion videos and excessive media investment is harmful and requires intervention.

#### **The need for socialization and self-actualization**

Women will have a series of higher-level needs, such as social and self-realization, belonging, etc. Women prefer media because they have their own needs, which may be based on intellectual curiosity, entertainment, or relaxation. According to the hierarchy of needs theory, if women use media such as Douyin, the stronger the satisfaction, the easier it is to become dependent on the media. If this attachment is more significant, then the media can mentally "control" women. In other words, women will likely be more influenced by the media. Therefore, the greater the satisfaction young women get from Douyin's beauty fashion videos, the

stronger their emotional attachment to Douyin, and the more significant the impact of Douyin's beauty fashion videos on young women. Douyin beauty fashion short video can provide young women with a large number of content that interests them, which not only has substantial aesthetic value and beauty value but also substantial information value and interaction value, so young women can get great entertainment from it and relax their body and mind. At the same time, they can also produce their own information content and shoot and record their beauty fashion videos. Therefore, young women watching Douyin beauty and fashion videos can obtain certain self-expression and even an aesthetic experience, the satisfaction of self-existence, or from some communication and interaction processes, feel the feeling of being recognized, paid attention to, and respected by women, and obtain a sense of self-worth. From the attachment theory perspective, women will have a sense of closeness to women and things closely related to them. Women are social animals; it is difficult to separate from the female group, and they are emotional animals. It is difficult to lack emotional communication and interaction; it is difficult to lack social life. Therefore, from this point of view, when young women get a sense of pleasure from watching Douyin beauty fashion videos or get attention from communicating with female commentators, they are prone to self-worth satisfaction. Therefore, it is easy for them to feel that because they have watched these Douyin beauty fashion videos, they have obtained this "self-worth" effect, which will slowly immerse them and gradually bring emotional attachment problems (Zhu et al., 2023)

In-depth research found that in this psychological atmosphere, they will also feel that they have established a "close connection" with Douyin, which is consistent with attachment theory. Moreover, as mentioned earlier, the more they rely on Douyin beauty fashion videos, the more Douyin fashion videos can influence women. As China's most prominent short video platform, Douyin's big data technology can play a role as long as they still use Douyin.

#### **Media strategy of Douyin Beauty Fashion short video**

*Invest reasonably in fashion short videos:* To improve the excessive media investment of young Chinese



women in Douyin beauty fashion videos and strengthen their emotional attachment to them, platforms and young female users need to work together. First, the Douyin platform should be able to be aware of such problems and change its attitude, not to pursue the economic benefits of the platform overly, but to take the initiative to assume the social responsibility of the correct guidance of young women because if young women have excessive emotional attachment on such beauty and fashion short videos, and invest too much time to watch videos, then they will have an impact on their lives, work, family and emotional influences. Even more may have an impact on society, such as causing some of these young women to have psychological problems, resulting in depression, mental ill-health, etc., which is not conducive to their families and society. Therefore, Douyin should take strict measures. When young women brush Douyin beauty and fashion videos, they should remember the relevant videos below the video as "makeup effect; please do not blindly believe it" or stipulate that when each user watches beauty and fashion videos for more than 1 hour, the system will no longer recommend similar videos for them, to help women with emotional attachment strengthen symptoms and improve marketing stickiness. Second, young women should strengthen their ideological awareness and enhance their consciousness by diverting attention, reading more books, and watching videos related to social progress, the national economy, and people's livelihood. At the same time, you can also improve your self-control and self-thinking ability and arrange your time reasonably, such as by buying a small book for time planning, marking the daily short video time limit on it, setting an alarm clock to remind yourself to prevent addiction, etc. It is also possible to redefine the value that defines Douyin beauty and fashion videos by constantly looking for the undesirables of Douyin beauty and fashion videos and waking up from this emotional attachment in time. In short, young women are in the most brilliant period of women's lives, should not waste time on Douyin's beauty fashion videos, can go out more, put down their mobile phones to see the world, can also constantly strengthen independent thinking, or strengthen learning. Young women should have

their understanding, realise that the value of media such as Douyin should be played positively and not misused, should not let any woman or thing control their spiritual world, and should think independently and arrange their lives correctly.

*Multidimensional beauty and fashion promotion:* Scholar McLuhan proposed that "the medium is an extension of women," pointing out that the progress of media technology is meant to allow women to obtain more information and content from it to understand and explore the world more deeply and gain more freedom. Therefore, the emergence of Douyin helps women understand and recognise the fashion world and find their fun. Women can find different ways to please themselves in Douyin, such as videos, pictures, and text. Among them, videos are the most attractive to women. Among all the Douyin short videos, beauty and fashion videos are the ones that attract the attention of young Chinese women. Douyin beauty fashion short videos can create a lovely, fashionable, immersive viewing environment for young women. Young women can learn how to make up beautiful makeup by watching Douyin beauty fashion videos, and according to the content provided by the videos, they can understand the makeup knowledge from eye makeup to eyebrows to face. At the same time, you can also learn how to dress and learn about different brands, such as many luxury goods such as Gucci, LV, and Dior. In the process of watching Douyin beauty and fashion videos, young women will also have countless users leave messages under the video, and each woman will call each other "sister," "beautiful lady," "fairy," and so on. At the same time, different young women will give each other chicken soup, such as "You look super good." "You are the best!" "I, please, leave him alone; you are right for you; it is you are right!" and so on. Therefore, not only the bloggers of beauty and fashion videos on Douyin are providing specific value to young female users, but at the same time, netizens in their comment areas will also provide much

value for these young women, so for many young women, watching Douyin beauty and fashion videos will make them temporarily forget about various troubles in the real world and get a happy experience. It will make them think they have gained a specific understanding or empathy. Some young women also

get some unrealistic feelings from Douyin beauty fashion videos, resulting in fantasies that their future can be changed through constant changes in appearance. Although these may be unrealistic, they will give them a sense of psychological security and, over time, will foster emotional attachment.

*Introduce policies to promote beauty and fashion videos* : Since short videos are a double-edged sword, they can not only promote the sales of beauty products but also affect the motivation of young people to work, making them overly dependent on short videos. Local governments should introduce Measures for the Restraint of Short Videos, Norms for the Management of Short Videos, and strategies to guide young people's purchase intentions to help young people make reasonable use of short videos and avoid over-reliance. Beauty product sales agencies should analyse the sales volume and methods of short videos, make reasonable use of the effects of short videos, and avoid over-reliance on short videos or malicious marketing. Local governments should issue measures for managing the short video market to create a sustainable market and reduce the fierce competition among short videos. At the same time, local governments should introduce punishment measures to crack down on malicious competition or false propaganda in short videos to make up for the shortcomings of short videos and give full play to the advantages of short videos.

## **CONCLUSION**

At present, women are living in a progressive, open, and economically developed world. At the same time, women's lives are more prosperous and colourful, and various apps are emerging one after another, which has also changed women's lives to a certain extent. Young women are easily attracted to platforms such as Douyin and influenced by beauty fashion videos, making it easy to get lost in their system mechanisms, generate excessive media investment, and have symptoms of emotional attachment, etc. Based on attachment theory, the author analysed the emotional attachment generated by short beauty and fashion videos on Douyin social media among young Chinese females, aiming to identify the influencing factors that promote the development of communication-related research fields in digital media. At the same time,

this study also provides a new research direction for the use of attachment theory in new media, thus contributing to the field of mass communication.

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