

# ***The Impact of Short Videos and Live Streaming on E-commerce Consumers' Purchasing Decisions***

**Zicheng Luo<sup>1,a,\*</sup>**

<sup>1</sup>*Essex Business School, The University of Essex, Essex, CO4 3SQ, The United Kingdom  
a. Z122068@essex.ac.uk*

*\*corresponding author*

**Abstract:** With the increasing popularity of online live broadcasts and short movies in e-commerce, the influence on customer purchasing behaviour has received extensive attention. This study seeks to investigate the influence of short films and live broadcasts on consumer purchasing decisions, with a particular emphasis on purchase intention, repeat purchase intention, and impulse consuming behaviour. The research used a literature review strategy to examine the particular influence of various live broadcast aspects on customer purchase decisions. This study discovered that short films and live broadcasts, due to their high engagement and immersive experience, may greatly improve customers' brand identity and happiness, resulting in increased buy and repeat purchase intentions. Furthermore, elements like real-time interaction, music and visual effects, and quick feedback can assist customers lower perceived risks and boost confidence in their purchase decisions. According to research findings, short films and live broadcasts are not only excellent marketing tools, but also essential strategic measures in modern e-commerce.

**Keywords:** Short videos, live streaming, purchase intention, repeat purchase behavior, impulse purchase behavior

## **1. Introduction**

Short videos and live streaming have emerged as revolutionary marketing tools in today's digital landscape. China Internet Network Information Center(CNNIC's) 47th "Statistical Report on China's Internet Development Status" states that as of December 2020, the number of online video (including short video) users had reached 927 million, accounting for 93.7% of all users. For example, the rise of TikTok, YouTube, and other video platforms has resulted in a fundamental change that drastically impacts how customers engage with companies and make purchase decisions. Among these, multi-modal creative content in short video apps gives consumers an immersive, multi-sensory interactive experience, instantly capturing their attention [1]. At the same time, based on the huge popularity of short videos, the "short video + e-commerce" model has shown incredible shopping guide skills since its inception, allowing brands to interact with the appropriate individuals in the market. Many platforms have begun to experiment with novel revenue strategies, such as embedding advertising in video sequences, in order to turn consumers' attention into purchasing power. Furthermore, live streaming allows anchors and customers to communicate in real-time, giving consumers an immersive purchasing experience as well as emotional value in interpersonal relationships [2]. Anchors may present items in a number of methods, such as product close-ups, trials, promotions,

and so on, and eliminate consumers' concerns and reservations through speech, then enhance their social presence and provide a positive emotional experience [3].

The primary goal of this research is to assess the influence of short videos and live streaming on the customer purchasing decision path. As digital content consumption grows, it is vital to understand how different media types influence consumer behavior. The purpose of this study is to investigate many aspects of customer engagement with live broadcasts and short films, such as their impact on perceptions, trust, and, ultimately, purchase choices. Short videos and live broadcasts have been demonstrated to have a major influence on e-commerce enterprises through a systematic literature study, which has prompted a further investigation into their effectiveness as marketing tools. Furthermore, it is not only beneficial but also essential for marketing practices to strategically combine brief films with live broadcasts. The use of short videos and live streaming in marketing can provide numerous benefits, including obtaining information on market trends, efficient interaction, improving user experience and conversion rates, and significantly improving enterprise survival in a fiercely competitive market. Capabilities of development. An in-depth examination of how these technologies influence consumer decision-making will be provided by this study, in addition to recommendations for new digital-era marketing tactics and business structures. Furthermore, in order to thoroughly examine consumers' consumption psychology and behavioral reasons when viewing short videos and live broadcasts, this article will employ qualitative research methodologies as well as document research methods. Qualitative research methods offer a valuable opportunity to gain insights into the underlying psychological and behavioral motivations that drive consumers' engagement with short videos and live broadcasts. Additionally, literature research provides an invaluable means of exploring the theoretical frameworks informing these behaviors and the results of previous research in the field. Combining qualitative research methods with literary research methods allows for a thorough investigation of research topics from many perspectives and levels, which is beneficial for both theoretical innovation and the development of practical marketing strategies. This study will through the perspective of consumers' purchase decision-making path (1) to evaluate the impact of short videos and live broadcasts on consumption intentions. (2) Evaluate the impact of short videos and live broadcasts on repeat purchase intentions. (3) Evaluate the impact of short videos and live broadcasts on impulse buying.

## **2. Literature review**

The consumption of short videos and live broadcasts has evolved into the primary channels for purchasing things online as e-commerce continues to grow. Many companies utilize short movies on short video platforms to sell their products since they can expose them to customers more directly and vividly. Wang believes that when customers purchase on short video platforms, they often have a pleasant, engaging, and immersive experience. These consumers watch brief videos for enjoyment, value, and feedback capabilities [4]. This is very different from how they purchase from traditional media. Live streaming e-commerce uses its real-time interactive features to enhance consumers' willingness to purchase.

### **2.1. The Impact of Short Videos and Live Broadcasts on Consumption Intention**

Short videos and live broadcasts have emerged as essential marketing tools for e-commerce platforms due to the rapid expansion of the digital landscape. These platforms greatly influence the purchase intents of customers. With their powerful visual impact and effective information delivery, short video marketing has expanded the possibilities of traditional advertising. Based on the features of entertainment and fragmentation, Yin et al. demonstrated that the use of brief videos offers a more realistic, comprehensive, and lively product display than static photos and text, which significantly

increases customers' buying intention [1]. To better draw customers and encourage purchases, e-commerce platforms, for instance, collaborate with influencers to create narrative-driven advertisements that highlight the features of their products and provide real-world application scenarios.

Zhou and Cheng observed that short video content was characterized by a fast pace and a strong impact, stimulating consumers' vision and senses [5]. However, when people are absorbed in the immediate sensory pleasure of short videos, they temporarily focus on fragmented attention, which makes short video consumption more convenient. However, in the process of consumer purchasing decision-making, it is not sufficient to rely solely on the ability to attract attention. Additionally, it is vital to anticipate consumer preferences through personalized suggestions and to gain consideration by incorporating multimedia editing functions in order to furnish clients with supplementary details during the subsequent stages of decision-making. Furthermore, the provision of support represents a further avenue of potential growth [1]. Conversely, the advent of live broadcasting as an online platform for real-time communication presents an alternative means of compensating for the lack of interaction inherent to conventional e-commerce. As outlined by Haimson and Tang (2017), the experience of watching remote events via live streaming platforms is influenced by four dimensional factors: immersion, immediacy, interactivity, and sociality. These four elements have a huge impact on users' experiences on the live streaming platform and improving user engagement and trust reduces reluctance in purchasing decisions, dramatically improving customers' propensity to buy. By optimizing these experiences for users, the live broadcast platform may significantly increase their shopping experience and conversion rate. Moreover, Zhang et al. demonstrated that psychological distance and perceived uncertainty act as mediators in the relationship between post-purchase intention and other variables [6]. Psychological distance is an essential mediating component that typically has four dimensions: chronological distance, social distance, spatial distance, and hypothetical distance. These characteristics influence customers' purchase decisions in varied degrees. The perceived uncertainty of consumers can have a negative impact on their purchase intentions for online products [7]. Nevertheless, the live e-commerce environment offers consumers the possibility of interacting with retailers in real-time and acquiring more authentic and detailed product information, thus potentially alleviating the perceived uncertainty and psychology associated with the virtual shopping environment. Consequently, it is hypothesized that this could affect consumer decision-making [8].

The findings of Yin et al. indicate that short video communities leverage multimedia technology to enhance consumer purchasing decisions [1]. At the same time, social interaction represents a distinguishing feature of short video applications in comparison to other forms of social media, such as online communities, consumption, ratings and reviews, and social recommendations [9]. Online communities additionally function as useful social media tools, facilitating the process of finding, choosing, and recommending products by offering a controlled environment focused on a specific topic, position, or category. They can also be a valuable source of product information for retailers seeking to develop content that attracts customers and increases sales. Plus, according to Shadkam and O'Hara, evaluations and ratings are the original social commerce toolkit, enabling individuals to share user experiences and customer feedback on items [10]. This may assist merchants not only with feedback from mobile phone users but also with other potential customers. The actual experience is more persuasive to customers when it comes to making purchases. Additionally, social recommendations are given to other potential users who are comparable to the recommender in terms of socialization and social ties through social networking sites. These suggestions are based on real purchase or usage experiences that other users have reported. Furthermore, short videos' social component is comparable to live streaming's interactive features. According to Etemad-Sajadi, the interactive aspect of live broadcasts limits the amount of synchronous communication that

participants may engage in [11]. As a result, fans may make comments and questions through barrages on live broadcast platforms for the presenter and other viewers. The term "dandmaku" describes remarks made in real-time chat rooms that move across the screen [5]. Lv et al.'s research from 2022 also demonstrated that audience immersion in live broadcasts is positively impacted by interactive elements, which in turn influences customers' propensity to make purchases [12]. It appears that social interaction and sociability can influence short video and live broadcast e-commerce's effect on consumers' intents to consume at the same time.

## **2.2. The Impact of Short Videos and Live Broadcasts on Repeat Purchase Intention**

According to studies on consumer behavior, a person's internal cognitive state, or consumer perception, influences how they intend to make a purchase [13]. According to Mehrabian and Russell's SOR theory, environmental rewards include the power to influence a person's psychological and physiological states, which in turn influences their behavioral reactions. User experience may have a direct impact on customers' decisions to buy through the serviceability, entertainment, usability, and interactivity of short films and live broadcasts [12,14,15]. However, the desire to build a relationship with the brand drives customers' intents and behaviors about re-purchases [16]. The e-commerce industry has witnessed a tremendous rise in the use of short films and live broadcasts as marketing techniques. This has led academics to investigate the effects of these new media on customers' buying intentions. In order to investigate their potential to foster consumer loyalty and raise repurchase rates, researchers in this procedure concentrated on the effects of brief films and live streaming on customers' intentions to make repeat purchases.

In contrast to the lengthy and detailed format of traditional video, the concise and clear display of short videos, coupled with emotional content, is designed to capture the attention of users. Live broadcasts utilise the host's voice to convey information through the use of text, animation and other technologies. It is possible to achieve real-time interaction with the audience. The viewing of video advertisements is associated with an increased likelihood of consumers identifying with the product or service in question, which in turn leads to an enhanced level of satisfaction and loyalty towards the brand in question. Customer value indicates that consumers will weigh the advantages and disadvantages of products and services before purchasing them. Consequently, consumer satisfaction with products and auxiliary functions is also contingent upon their individual preferences [17]. In other words, customers consider the advantages and disadvantages of products and services before making a purchase, and their satisfaction is determined by whether the items match their preferences and requirements. Live streaming can improve consumers' perceptions of items by providing fast feedback and interactivity, lowering perceived risks, and thereby increasing satisfaction. Increased contentment encourages buyers to make repeat purchases. Research indicates that short videos and live broadcasts share numerous similarities in terms of their impact on consumers' purchasing intentions. Repurchase intention is positively impacted by a number of factors, including perceived value, video content, customer satisfaction, and the consumer experience during viewing. Customers are attracted to video content by engaging or realistic substances, and the connections, sentiments, and thoughts that arise throughout the consuming process have a favorable effect on the intention to repurchase [18]. For instance, the personal experience may begin with a short video commercial and continue with product information, after-sale support, etc. Customer satisfaction in this process is also influenced by the pre- and post-purchase experiences. Simultaneously, the recurrent replay and sharing features of brief movies also help customers remember and become more aware of the brand, which encourages them to make more purchases. Conversely, hedonistic consumers are more likely to recognize the spiritual value conveyed by a brand and get pleasure and contentment from it. Customer satisfaction will therefore increase besides their willingness to trust the company or brand and make additional purchases of their products if it can present its products in a general manner

through brief videos or allow viewers to engage more directly with the brand and products through live broadcasts. It is evident that several significant elements influence the likelihood of a repurchase, including perceived value, consumer satisfaction, video content, and customer experience. The three of them encourage repurchase since they have a positive effect on the intermediary factor, which is consumer pleasure.

### **2.3. The Impact of Short Videos and Live Streaming on Impulse Buying**

Impulse purchasing is defined as an immediate, irresistible, and consistent want to buy that customers have without a purchase strategy or awareness [19]. According to reports, live-streaming e-commerce caused \$6 billion in sales during China's 2020 Double Eleven Shopping Festival, and the enormous number of impulse purchasing behaviors contributed to such outstanding figures. Previous research similarly indicated that impulsive purchases contribute to around 40% of total online spending [20,21]. As a result, brands and businesses are dedicated to researching and understanding customers' purchasing behavior in order to encourage more impulsive consumption and improve sales. Furthermore, Amos et al. summarised three criteria for judging impulsive shopping: first, impulsive shopping occurs unexpectedly; second, impulsive shopping has fewer concerns about costs or consequences; and third, impulsive shopping is frequently accompanied by strong temptation and a desire to achieve immediate self-satisfaction through consumption [22]. Much earlier research has used SOR theory to investigate customer purchasing intention and behavior. Donovan and Rossiter developed the SOR framework for studying individuals' responses to external stimuli, which is relevant to retail and environmental psychology [23]. Stimuli include elements outside an individual's control that impact the internal state of the organism when exposed to external stimuli, resulting in a purchasing reaction. At the same time, a large number of literature mentions social presence. Bulu found that social presence increased consumer happiness in virtual settings. Consumers in virtual settings are more willing to interact with one another, feel more comfortable and less isolated, and hence enjoy casual talks more [24]. In other words, when people feel like they are part of a community in the same virtual place, they are more likely to be inspired and happy with the product [25]. As a result, social presence can encourage consumers to immediately establish buy intents.

Some external influences include visual attractiveness, video credibility and professionalism, product pricing and availability, advertising techniques, and so on. Holbrook and Batra think that cognition dictates effect, and effect determines behavior, and that an individual's knowledge of stimulus will stimulate cognitive growth, resulting in an emotional reaction. In other words, cognition is important to individual behavioural decisions. Individuals' cognitive processing of inputs impacts their emotional responses, which then influence their ultimate behavioural decisions. This model helps people understand consumer behaviour, particularly in marketing, by demonstrating how to steer customers' cognition and emotions through the creation of effective stimuli (such as advertising and promotional activities), which ultimately influence their purchase decisions and behaviours. However, numerous researchers feel that impulsive purchase is primarily motivated by emotions and the acquisition of value [26]. As a result, pleasant emotions like pleasure, excitement, and satisfaction have a large positive effect on impulsive purchasing [27]. By displaying products in videos and promoting the brand's spiritual values, customers might sense their utility and pleasure, leading to spontaneous purchases.

It is worth noting that in earlier research, Gao et al. discussed the ideas of customer inspiration and flow experience, which are also important elements influencing customers' impulsive purchase behavior [28]. Customer inspiration is the psychological process in which customers develop a strong desire to buy after being exposed to certain marketing stimuli. This phenomenon is especially obvious in new marketing strategies like short films and live broadcasts [29]. Additionally, the use of shorter video content and live broadcasts can further enhance customer engagement through the use of highly



visual and emotional content and the interactivity and immediacy of live broadcasts. Promotional methods such as limited period offers and rush sales in short videos and live broadcasts can also be important factors in inspiring customer engagement. Limited period offers create a sense of urgency, allowing consumers to make purchase decisions quickly in a short period of time. Empirical evidence indicates that the sense of urgency and scarcity engendered by limited-time offers and similar promotional techniques serve as powerful motivators for consumers to make impulse purchases [28]. Furthermore, the concept of flow experience, which refers to a psychological state in which an individual is completely immersed and focused on a specific activity, has been shown to result in a high degree of pleasure and satisfaction. This frame of mind is frequent in activities such as gaming, creativity, and sporting activities, but consumers might also feel it when watching live shopping [30]. When customers are in a flow state, their cognitive burden is lessened, and they are more open to the host's recommendations and promotional information. Consumers' judgment and self-control are compromised at this moment, making them more likely to make quick, impulsive purchases. When consumers are in a flow state, their cognitive load is lessened, which means that the brain is no longer preoccupied with too much information or difficult thinking, but rather becomes more focused and concentrated. In this state, customers are more open to external information, such as the host's suggestions and advertising materials. This is because the flow experience enables customers to focus on their present tasks while paying less attention to other distracting information. In this circumstance, customers' judgment and self-control will be impaired. They are more easily convinced and influenced when presented with the host's suggestions and promotional materials. As a result, customers are more likely to make impulsive purchases without considering the requirements or implications. Although customer inspiration and flow experience are distinct psychological mechanisms, they frequently intersect in real-world marketing scenarios, stimulating customers' impulsive purchasing behavior. These two processes are more suited to the creation of video content (influencers sharing positive experiences, product assessment, video integrated advertising), highly participatory live broadcasts, and promotional techniques like limited-time discounts and flash sales. They may be released while customers are at the height of their inspiration and flow experience, allowing them to maximize their impulsive purchase behavior.

### 3. Limitations and Suggestions

Although some significant discoveries have been established in the research of the influence of short videos and live broadcasts on customers' impulse purchase behavior, there are certain limits and ideas for development that must not be overlooked. A comprehensive assessment of previous research results allows researchers to grasp the present state and development patterns in the study area, explain the main ideas and variable linkages of the research, and construct a strong theoretical framework and hypothesis. Additionally, this study uses the literature research approach. A comprehensive review of previous research results may help to comprehend the present state and development patterns in the study area, define the fundamental ideas and variable relationships of the research, and construct a strong theoretical framework and hypothesis. However, the selection and analysis of literature are subjective, which may result in bias and inadequate study findings. Furthermore, the literature research approach is based on previous study findings and may be restricted by literature resources, making it difficult to thoroughly cover all important research subjects.

The majority of available research is focused on specific areas and cultural backgrounds. Future study can be broadened to include diverse cultural and national backgrounds in order to evaluate and analyze the influence of cultural variations on the marketing effectiveness of short films and live broadcasts. This will enable large corporations to design more successful marketing strategies in various markets. Furthermore, by using a longitudinal research design, the behavioral changes of the

same set of consumers over time may be studied to determine the long-term influence of short films and live broadcasts on impulsive purchase behavior. Additionally, researchers investigate the use of emerging technologies such as augmented reality, virtual reality as well as personalized recommendation algorithms, and how these technologies might improve consumers' shopping experiences and impulsive purchasing habits. The use of personalized recommendation algorithms in short video and live broadcast platforms should also be researched. By analyzing the effect of personalized recommendations, companies can more accurately meet consumer needs and improve marketing efficiency and effectiveness. More in-depth studies should be undertaken on customers' psychological mechanisms when viewing short films and live broadcasts, such as perceived value, emotional reaction, and cognitive bias, to investigate how these psychological aspects influence consumers' impulsive purchase behavior. It will also be suggested that combine several data-gathering approaches, such as experimental design, focus groups, and in-depth interviews, to acquire more extensive and detailed information.

#### 4. Conclusion

The objective of this study was to investigate the impact of short videos and live broadcasts on consumers' purchase intention, repurchase intention, and impulsive consumption behavior. Firstly, the study demonstrated that the use of short videos and live broadcasts significantly increased consumers' purchase intention. This was achieved by reducing the psychological distance between the consumer and the product, and by facilitating instant interaction. In particular, the real-time display of product features and usage scenarios enables consumers to gain a more intuitive understanding of the product, thereby enhancing their confidence and willingness to make purchasing decisions. Furthermore, the use of short videos and live broadcasts in conjunction with sociality and interactivity, in conjunction with multimedia technologies such as online communities, ratings and comments, and social recommendations, has been found to enhance the consumer experience, thereby influencing consumers' purchase intention.

Secondly, the repeated playback and sharing characteristics of short videos facilitate consumers' memory and cognition of the brand, thereby promoting the intention to repurchase. Concomitantly, live broadcasts, as a form of immediate interaction, afford consumers more direct and immediate opportunities to interact with brands and products. The study revealed that through the live broadcast platform, consumers can interact with anchors and other users in real time, share usage experiences and purchase suggestions, thereby enhancing their trust in the product and the certainty of their purchase decisions. Consequently, the incorporation of video content, experience, value perception and satisfaction facilitates the formation of a more profound emotional connection, enhances brand loyalty and encourages the willingness to repurchase.

Third, current findings use the SOR model to investigate the effect of live e-commerce on customer impulsive purchases. At the same time, it is stated that social presence might encourage customers to make impulse purchases. These triggers include visual appeal, video credibility and professionalism, promotional methods, and other elements. It is worth noting that customer inspiration and flow experience influence consumers' psychology and behavior through a variety of ways. In short video and live shopping, combining these two techniques can considerably improve customers' quick impulsive purchase behavior.

In conclusion, this study not only offers empirical support for the efficacy of short video and live marketing, but it also discloses its mechanism for increasing customer buy intentions, encouraging repeat purchases, and driving impulsive consumption behavior. These findings have significant practical implications for organizations developing and implementing digital marketing strategies. Future research can look into the differences in these influencing factors across cultures, as well as the effects of emerging technologies (such as augmented reality and virtual reality) on live-streaming

marketing, in order to provide companies with more comprehensive strategic support and optimization solutions.

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