



**THE FACTORS INFLUENCING CONSUMERS' PURCHASE
INTENTIONS ON SHORT VIDEO E - COMMERCE PLATFORMS -
A CASE STUDY OF TIKTOK SHOP**



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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF
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This Independent Study has been approved as a Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration

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ABSTRACT

Online consumers have gradually become accustomed to watching short videos or live streams provided by e-commerce platforms to gain a more comprehensive understanding of products before making purchase decisions. This behavior reflects the powerful influence that short video platforms have in enhancing consumers' purchase intentions. Therefore, short video e-commerce platforms must carefully consider the needs and adopt targeted strategies to stimulate and enhance consumer purchase intentions. This study took TikTok Shop as a case study and formulated the following research objectives: 1) To explore the influence of perceived value on consumers' purchase intentions on Tiktok Shop platform; 2) To explore the influence of platform credibility on consumers' purchase intentions on Tiktok Shop platform and 3) To explore the influence of opinion leaders on consumers' purchase intentions on Tiktok Shop platform.

The study employed a quantitative analysis to test the hypotheses. Based on 449 valid questionnaires, the results showed that perceived value, platform credibility, and opinion leaders positively influence consumers' purchase intentions on Tiktok Shop platform.

Enhancing consumers' purchase intentions can be done by 1) enhancing user content creation skills to improve the quality of short video content, 2) strengthening information review regulations to raise overall content quality, and 3) strictly controlling information sources to increase source credibility.

Keywords: consumers' purchase intention, short video e-commerce platforms, perceived value, platform credibility, opinion leaders

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Lastly, I am grateful to all my family and friends who have supported me along the way. Your care has shaped who I am today, and I wish you all good health and happiness.

Thank you to everyone!

The seal of Siam University is a large, circular emblem in the background. It features a central shield with a crown on top, surrounded by a wreath. The shield is set within a circular border containing the text 'SIAM UNIVERSITY' and Thai script. The seal is rendered in a light, semi-transparent grey color.

Cui Lufei

DECLARATION

I, Cui Lufei, hereby certify that the work embodied in this independent study entitled “The Factors Influencing Consumers' Purchase Intentions on Short Video E-commerce Platforms - A Case Study of TikTok Shop” is result of original research and has not been submitted for a higher degree to any other university or institution.

..... Cui Lufei

(Cui Lufei)

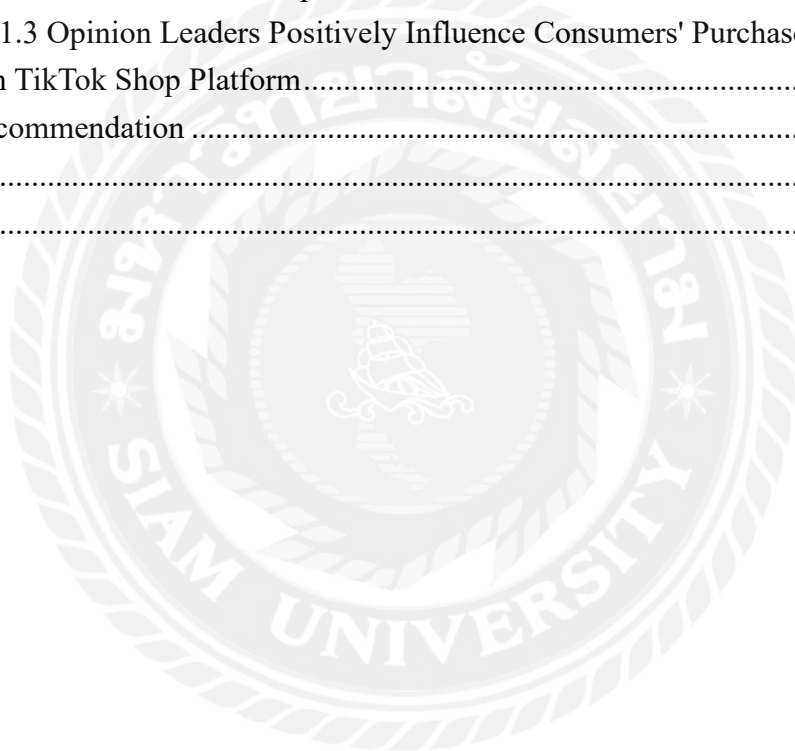
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Chapter 1 Introduction

1.1 Background of the Study

With advancements in technology and the vigorous development of the times, mobile internet and mobile devices are becoming increasingly popular. The ways and sources of information dissemination are diversifying. People have gradually shifted from passively receiving corporate marketing information to actively searching for valuable information from various sources. Short video apps have emerged prominently and are gradually becoming a trend, leading to the rise of numerous short video platforms. Due to their low entry barriers, strong relevance, and high level of engagement, short videos have introduced a new form of social language and popular culture. Whether during lunch breaks, after work in the evening, or while commuting, users browse short videos in various scenarios, breaking down the barriers of context (Liu et al., 2012).

According to the "2023 Short Video Industry Research Report" published by Mob Research Institute, the number of short video users has reached 1.012 billion, accounting for 94.8% of the total internet user base (Xu, 2021). This makes short videos the primary gateway for internet users to engage with the online world. Short video platforms have capitalized on the convergence of "short video + e-commerce." To accelerate the monetization of traffic, these platforms have incorporated e-commerce features, evolving into short video e-commerce platforms. These platforms combine the fragmented and highly shareable nature of short videos with the profitability of e-commerce, allowing the immense traffic within short video platforms to be converted into commercial value (Liu et al., 2019). At the same time, consumer content consumption has gradually shifted from text and images to video content, and from desktop PCs to mobile devices. Various short video platforms have seized this opportunity, integrating short videos with e-commerce to create a new type of short video e-commerce platform.

Since short video platforms often feature "live streaming" content, a large number of short video users can be converted into live-streaming e-commerce customers. Surveys show that over 70% of users have purchased products after watching content on short video platforms, and more than 40% of users consider short video platforms their primary shopping channel (Wen et al., 2020). It is evident that short videos have become an integral part of people's lives, with short video platforms

now being frequently used in daily routines. These platforms have deeply transformed the way people make purchases.

On April 8, 2021, during the first Ecosystem Conference, Tiktok E-commerce President Kang Zeyu introduced a new concept called "Interest-based Short Video E-commerce." On May 31, 2022, Tiktok announced a further upgrade from "Interest-based Short Video E-commerce" to "Omni-channel Interest-based Short Video E-commerce." The goal is to provide consumers with a comprehensive, seamless shopping experience through short videos, live streams, a marketplace, and search functionalities, while offering merchants more business opportunities (Li, 2022). By complementing the strengths of various channels, it not only delivers an optimal, one-stop shopping experience for consumers but also provides brands with high-efficiency traffic, leading to brand development and long-term business growth. This, in turn, helps build a healthy and stable commercial ecosystem (Shao & Yi, 2022). According to data from Taobao, merchants who provided short video introductions saw a conversion rate approximately 20% higher than those who did not. On TikTok, more than 65% of consumers watched videos or live streams before purchasing a product. This indicated that online consumers had gradually become accustomed to watching product short videos or live streams provided by e-commerce platforms to gain a more comprehensive understanding of products before making purchase decisions (Guo, 2020). This behavior reflected the powerful influence that short video platforms had in enhancing consumers' purchase intentions.

1.2 Questions of the Study

In recent years, with the rise of representative short video e-commerce platforms such as Kuaishou, Tiktok, and Xigua Video, these platforms have successfully attracted an increasing number of users through meticulous planning and strong market momentum. When shopping on these short video e-commerce platforms, consumers exhibit distinct differences in their information needs. Specifically, consumers purchasing utilitarian products tend to focus more on the objective attributes, functional characteristics, and relevant knowledge of the products. They aim to make rational decisions by selecting products or services that meet their practical needs. On the other hand, consumers purchasing hedonic products pay more attention to the emotional experiences and sensory pleasures that the products offer. These consumers are more likely to be drawn to products with aesthetic value, the ability to spark imagination, or those that provide enjoyment.

Therefore, TikTok Shop platforms must carefully consider these differing consumer needs and adopt targeted strategies to stimulate and enhance consumer purchase intentions. This study proposes the following research questions:

- 1) Does perceived value affect consumers' purchase intentions on TikTok Shop platform?
- 2) Does platform credibility affect consumers' purchase intentions on TikTok Shop platform?
- 3) Do opinion leaders affect consumers' purchase intentions on TikTok Shop platform?

1.3 Objectives of the Study

The aim of this study is to explore the impact of various factors on consumers' purchase intentions on TikTok Shop platform. Specifically, this can be broken down into the following sub-objectives:

- 1) To explore the influence of perceived value on consumers' purchase intentions on TikTok Shop platform.
- 2) To explore the influence of platform credibility on consumers' purchase intentions on TikTok Shop platform.
- 3) To explore the influence of opinion leaders on consumers' purchase intentions on TikTok Shop platform.

1.4 Scope of the Study

This study aimed to explore the factors influencing consumers' purchase intentions on TikTok Shop platform. To achieve this, the study first conducted a literature review to examine relevant theories and research materials, summarize existing research findings, and outline the progress in the field. Based on the S-O-R theory, it reviewed research on short video e-commerce platforms, consumer purchase intentions, perceived value, platform credibility, and opinion leaders, formulated related research hypotheses, and ultimately developed a research framework.

Subsequently, the study used a quantitative analysis to test the hypotheses. Based on 376 valid samples, it aimed to examine users' experiences on TikTok Shop platform and provided strong support for the scientific exploration of hypothesis testing results.

Finally, the study offers practical recommendations on how platforms can enhance consumer purchase intentions, with the goal of creating short video e-commerce platforms characterized by information equality, open mechanisms, transparency, and harmony, thereby promoting the positive development of the short video e-commerce industry.

1.5 Significance of the Study

1.5.1 Theoretical Significance

This study, which was based on the S-O-R theory and other relevant frameworks, developed a research framework to examine the factors influencing users' purchase intentions on short video e-commerce platforms, thereby providing a reference for future research.

Additionally, because short video e-commerce is a relatively new platform that has emerged in recent years, existing academic research has mainly focused on the industry's background, current status, and development prospects, while giving little attention to users' experiences. By concentrating on users as the main research subject, this study explored the factors affecting purchase intentions and delved into the underlying mechanisms of user purchasing behavior, with the goal of offering theoretical support for research in the short video e-commerce industry.

1.5.2 Practical Significance

This study holds significant implications for both short video e-commerce platforms and their users.

For the platforms, it provides insights into the factors influencing users' purchase intentions, allowing for the customization of personalized and differentiated services based on user characteristics and needs. It also aids merchants within the platform in improving product and service quality, enhancing product selection, and offering theoretical references and marketing suggestions for the future development of the short video e-commerce industry. In the increasingly competitive landscape of short

video e-commerce, platforms need more user support, thus understanding user needs and preferences is crucial for improving usage rates and purchase intentions. Additionally, platforms need to develop effective operational strategies based on an understanding of their strengths and weaknesses to convert potential buyers into actual purchasers, increase user retention, reduce churn rates, and enhance user engagement.

For users of short video e-commerce platforms, this study explores the factors influencing their purchase intentions, which can enhance their purchasing experience. It helps users gain a clearer understanding of the factors affecting their purchase intentions, providing guidance and advice for future buying behavior. This assists users in making informed decisions and avoiding blind purchases.

1.6 Definition of Key Terms

Short Video E - Commerce Platforms: Short video e-commerce platforms are a type of e-commerce where businesses rely on short video platforms to create and publish branded advertisements, influencer endorsement videos, and live-streamed sales events.

Consumers' Purchase Intentions: consumer purchase intention is the likelihood or probability that a consumer will buy a product or service, influenced by factors such as attitudes, evaluations, and external influences. It reflects the consumer's subjective tendency towards a product and serves as a key predictor and prerequisite for actual purchasing behavior.

Perceived Value: perceived value is the consumer's assessment of a product's performance and benefits in a specific context, it is influenced by factors like purchase location, time, and usage conditions.

Platform Credibility: platform credibility is the users' confidence in the platform's security, reliability, and integrity. This trust is derived from users' perceptions and evaluations of the platform's performance in areas such as information protection, transaction security, and service quality.

Opinion Leaders: Opinion leaders are individuals who possess significant influence and recognition in a specific field.

Chapter 2 Literature Review

2.1 Introduction

This chapter presents a literature review. It organizes and examines relevant domestic and international literature related to the study, defining concepts such as short video e-commerce platforms, consumer purchase intentions, perceived value, platform credibility, and opinion leaders based on the S-O-R theory. On this basis, the chapter summarizes and evaluates the current research progress, providing theoretical and literature-based support for this study.

2.2 S-O-R Theory

The factors influencing consumer purchase intentions are complex and varied, with different consumers exhibiting diverse purchasing behaviors. To explore these patterns, numerous scholars have conducted in-depth research and used models to summarize and describe common characteristics of consumer behavior. This section primarily introduces the general model of consumer purchasing behavior, known as the S-O-R model, which serves as a foundation for constructing the theoretical framework of this study.

The S-O-R theory, also known as the Stimulus-Organism-Response model, suggests that consumer behavior consists of a series of psychological and practical activities, with the final purchasing action being triggered by certain psychological motivations (He et al., 2023). When consumers are exposed to various stimuli, their psychological state changes, leading to the formation of purchase intentions and, ultimately, a purchase decision.

In 1974, Mehrabian and Russell (1974) proposed the Stimulus - Organism - Response (S-O-R) model, which offers a robust explanation of the psychological changes and purchasing behavior of consumers. The model considers various shopping environment factors as independent variables, psychological motivations such as emotions and cognition as intervening variables, and approach or avoidance behavior as the outcomes.

According to the model, external environmental stimuli can evoke different emotional responses, such as Pleasure, Arousal, and Dominance, which in turn lead to

two opposing behavioral outcomes: approach or avoidance. Donovan and Rossiter (1982) described approach behavior as the actions individuals take to stay in an environment to explore and engage with it when stimulated by external factors, while avoidance behavior refers to the actions individuals take to escape the environment and disregard environmental information when exposed to similar stimuli.

With the rapid development of information technology and e-commerce, the S-O-R theory has been widely applied in the study of consumers' online shopping behavior. The S-O-R theory explains consumer purchasing behavior by describing how, when consumers are exposed to environmental stimuli, internal processes are triggered, leading to changes in cognition, emotions, and even physical responses. These changes ultimately influence different purchasing decisions (Guo & Liu, 2022).

Scholars have begun applying the S-O-R theory to explore consumers' online shopping intentions and behaviors. For instance, some researchers have examined the impact of live-streaming atmosphere cues on purchase intentions within the context of short video shopping (Gong et al., 2019). Other scholars have used the S-O-R theory to investigate how characteristics of short videos, as external environmental stimuli, affect consumer purchasing behavior. For example, traits like authenticity can trigger emotional and cognitive responses, influencing consumers' purchasing decisions (Hewei & Youngsook, 2022).

2.3 Short Video E - Commerce Platforms

Short video e-commerce platforms are a type of e-commerce where businesses rely on short video platforms to create and publish branded advertisements, influencer endorsement videos, and live-streamed sales events. These content-driven promotional activities are then precisely targeted to potential customers based on user profiles and platform algorithms (Guan & Wen, 2021). The goal is to guide target users to click on product links embedded in short video content or live streams, leading them to either the platform's own e-commerce portal or an external third-party e-commerce site to browse and purchase products.

Compared to traditional e-commerce models, short video e-commerce platforms exhibit distinct characteristics such as strong social interactions, content orientation, and user-centric operations. The main differences between the two models are as follows:

1) Dynamic presentation of product details:

Short video e-commerce leverages dynamic visuals and live streaming to comprehensively showcase product details and features, providing users with a more intuitive understanding of the product and enhancing its persuasive appeal. In contrast, traditional e-commerce often relies on static images to introduce and explain products. While these images may demonstrate the product's usage and benefits, their capacity to convey information is limited, making it difficult to offer an in-depth description of the product. As a result, users may struggle to gain a comprehensive understanding of the product.

2) Increasing user purchase interest:

The combination of e-commerce and short videos allows for dynamic product presentations, using the advantages of visual explanations to showcase the product's usage and benefits in detail. This creates an immersive experience for users, making them feel as if they are present. Additionally, short videos can feature direct product trials, highlighting the product's effectiveness through before-and-after comparisons. This enhances the product's persuasive power and attracts users to make a purchase.

3) Timely user feedback drives product improvement:

Short video e-commerce leverages interactive video features to quickly gather user feedback and understand their needs, allowing for prompt adjustments and enhancements to the product to better meet user expectations. This approach effectively boosts the product's competitiveness. In contrast, traditional e-commerce relies primarily on word-of-mouth for user feedback, which often has a longer cycle. This delay hampers timely product updates and reduces competitiveness, making the product less responsive compared to similar offerings.

4) Fragmented dissemination broadens product reach:

Short video platforms fill users' fragmented time, broadening the scope of product exposure. Users can access product information anytime, anywhere, thereby increasing the product's influence. Traditional e-commerce relies on aggregate platforms for product promotion and marketing. However, users typically engage with traditional e-commerce with specific purchase goals in mind; when they have no immediate buying needs, they often disregard these platforms, leading to reduced product visibility and limited reach. In contrast, short video e-commerce aligns with

users' habits of consuming media in short bursts, allowing them to gain a comprehensive understanding of a product's features and benefits in a limited time, thereby sparking purchase interest. Additionally, as short video e-commerce platforms have become a major trend in the current media landscape, they have deeply penetrated daily life, leveraging their convenience and speed to amass a large user base.

2.4 Consumers' Purchase Intentions

Fishbein et al. (1977) defined consumer purchase intention as the subjective probability of a consumer's purchase behavior. It results from a combination of factors, including consumer attitudes, evaluations, and other influences, making it the most critical factor in predicting consumer behavior. Dodds et al. (1991) posited that consumer purchase intention reflects a subjective tendency towards consumption, representing the consumer's attitude toward a particular product or service, and indicates the likelihood of actual purchase behavior. According to Zuo et al. (2014), consumer purchase intention refers to the probability that a consumer will purchase a product after recognizing it in a certain context. It is an important prerequisite for the consumer to engage in purchase behavior. Scholars emphasize that consumer purchase intention is a key precondition for the occurrence of purchasing behavior (Li et al., 2021). Therefore, this study defines consumer purchase intention as the likelihood or probability that a consumer will buy a product or service, influenced by factors such as attitudes, evaluations, and external influences. It reflects the consumer's subjective tendency towards a product and serves as a key predictor and prerequisite for actual purchasing behavior.

The study of consumer purchase intention originally stemmed from offline shopping contexts. With the continuous development of the e-commerce industry, research on consumer purchase intention in online shopping scenarios has primarily focused on three areas. Some scholars have examined the influence of Opinion Leaders' information source characteristics (Liu et al., 2020) on consumer purchase intention, using internet influencers as the subject of their studies. Other scholars have introduced perceived value into the context of platform-based sales, exploring its impact on consumer purchase intention during live streaming. Additionally, some scholars have investigated the effect of platform credibility on consumer purchase intention (Zhang et al., 2021).

2.3.1 Perceived Value

Woodruff (1997) defined perceived value from the customer's perspective as "the customer's evaluative judgment of a product's performance, attributes, and usage outcomes, which either facilitate or hinder their purchase intention in a given usage context." Zeithaml (1988) suggested that perceived value is the consumer's overall assessment of the utility of a product or service, emphasizing that when a company designs, creates, and delivers value to consumers, it should do so from a consumer-oriented perspective. The perception of value should be the determining factor. Consumer value is determined by the consumer, not the supplying company; in fact, consumer value is equivalent to perceived value. The understanding of value perception depends on the reference system used by consumers for evaluation, which in turn depends on the evaluation context. For instance, consumers' perceptions of a product's value may vary depending on the purchase location, purchase time, or the time and place of consumption, indicating that perceived value is dynamic. This suggests that both the type of product and the purchasing context can influence the perceived value that consumers form (Chen et al., 2020). In this study, perceived value is the consumer's assessment of a product's performance and benefits in a specific context, it is influenced by factors like purchase location, time, and usage conditions.

Perceived value is an intrinsic mechanism that influences consumer purchase intention. When consumers need to purchase a product, they approach it rationally, seeking to understand more about the product's functional attributes, such as the materials used and product performance. They engage in deep cognitive processing and comparative judgment of product information (Voss et al., 2003), focusing primarily on the product's functional value. On short video e-commerce platforms, the emphasis on the product's functional attributes helps consumers to better understand the product information and assess its reliability, thereby reducing uncertainty in their purchasing decisions. Specifically, short video e-commerce platforms provide professional and reliable product knowledge that helps consumers deepen their understanding of the product, enhancing their perception of the product's functionality and quality, which in turn increases purchase intention (Fan et al., 2021). Additionally, these platforms typically have an entertainment aspect, which significantly influences consumers' perceived emotional value. By satisfying consumers' emotional needs and enhancing their perception of the product's emotional value, short video e-commerce platforms can more effectively increase purchase intention or encourage purchasing behavior.

2.3.2 Platform Credibility

The credibility of a platform can significantly influence consumer purchase intention (Feng, 2020). Platform credibility is defined as the user's tendency to trust the platform. According to research, the credibility of short video e-commerce platforms refers to the subjective perceptions and attitudes that users develop regarding the trustworthiness and safety of the platform, sellers, products, or services when making shopping decisions. This perception stems from users' awareness and evaluation of various factors, including the platform's overall operation, the quality of products or services, fairness of pricing, logistics and delivery, and after-sales service. It is also influenced by users' own experiences, information, and emotions (Deng, 2019). When users develop trust in various aspects of the platform, products, or services, it reduces their pre-purchase doubts and concerns, thereby increasing their purchase intention and satisfaction. Yu and Xu (2017) suggested that an individual's trust propensity is directly proportional to their tendency to trust others, which can, in turn, lead to a stronger purchase intention. In this study, platform credibility can be defined as users' confidence in the platform's security, reliability, and integrity. This trust is derived from users' perceptions and evaluations of the platform's performance in areas such as information protection, transaction security, and service quality.

2.3.3 Opinion Leaders

"Opinion leaders" are individuals who possess significant influence and recognition in a specific field. By expressing their views and opinions, they have a substantial impact on others' attitudes, behaviors, or decisions. Opinion leaders typically have expertise, experience, or authority in a particular domain, enabling them to guide or shape the perspectives and choices of others (Wang, 2020).

When information is disseminated by individuals with high visibility, it is more likely to gain public acceptance, leading to more effective communication. In the context of purchase intention, self-media influencers play a crucial role. In marketing, celebrity endorsements are often an effective way to enhance marketing results. In short video e-commerce, users, lacking direct access to the products, largely rely on the spokesperson's messaging and guidance to decide whether to make a purchase. Users tend to favor information sources and brands they find more trustworthy (Zhang & Deng, 2018). Due to their significant influence, well-known public figures or brands are perceived as more reliable, with their products seen as more likely to be of high quality. As a result, users are more inclined to trust information from sources with higher visibility.

Ahmed et al. (2015) found that celebrity endorsements are more attractive than non-celebrity endorsements, with celebrity traits positively correlating with purchase intention and brand perception. Nie (2021) argued that internet celebrities are a form of social relationship and studied their impact on purchase intention within specific social groups. The research revealed that the influence of internet celebrities on purchase intention stems from the appeal of the internet celebrity's image and the communicator's professional abilities. The scholar found that the professional abilities of the communicator positively impact consumers' willingness to purchase cosmetic procedures, while the appeal of the internet celebrity's image also has a positive effect on consumers' willingness to purchase such services (Liu et al., 2021).

2.4 Introduction to TikTok Shop

TikTok Shop aims to become the preferred platform for users to discover and obtain high-quality products at favorable prices. Numerous TikTok Shop creators use a variety of content formats, such as short videos and live streams, to offer users a more personalized, engaging, and efficient shopping experience. At the same time, TikTok Shop actively brings in high-quality partners to provide merchants with diverse monetization options. As of March 26, 2024, the TikTok Shop Mall app has been downloaded over 400 million times on the Android system.

Compared to traditional e-commerce, TikTok's content-driven e-commerce model features a distinct "user - content - product - service" chain. To fully leverage the value of the TikTok platform, it's essential to align with the business logic of TikTok's content e-commerce model. The core foundation of this new business model is: great content + great products + great service.

Great content means managing the TikTok account effectively by using short videos and live streams to build a following, establish fan recognition, and enhance follower value. Great products refers to managing the TikTok shop to offer high-quality products at competitive prices, connecting these products with users through great content and targeted marketing. Great service involves delivering on promises and providing excellent after-sales support. The transaction doesn't end with the order; the platform and merchants work together to offer a superb overall shopping experience and continually build customer recognition and repeat purchases.

2.5 Conceptual Framework

This study reviews the literature to explore the main factors influencing consumer purchase intentions on short video e-commerce platforms. It identifies several key elements affecting purchase intentions, including perceived value, platform credibility, and opinion leaders. Perceived value encompasses consumers' overall evaluation of the product, such as its price, quality, and how well it meets their needs. Platform credibility refers to the trustworthiness of the e-commerce platform, including its security and reliability. The impact of opinion leaders includes their recommendations and reviews.

By integrating these factors, this study constructs a research framework aimed at analyzing how these elements interact and collectively affect consumer purchase intentions on short video e-commerce platforms.

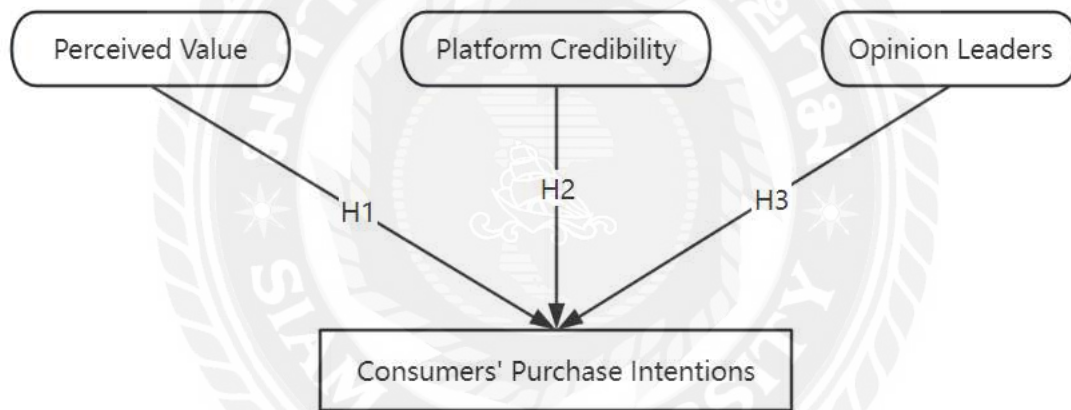


Figure 2.1 Conceptual Framework

Chapter 3 Research Methodology

3.1 Research Design

This study used the quantitative approach. This chapter outlines the overall research design based on the research objectives and the scale used for measuring consumer purchase intentions on short video e-commerce platforms. The questionnaire design drew on established scales, with optimizations and adjustments made specifically for consumer purchase intentions. During the data collection phase, a substantial number of electronic questionnaires were distributed online to ensure the representative and validity of the data. To maintain data quality, a rigorous screening process was conducted after data collection to exclude invalid or incomplete responses.

3.2 Questionnaire Design

To study consumers' purchase intentions, reliable and accurate data is essential. This research designed a survey to collect and analyze data on the factors influencing consumers' purchase intentions, aiming to explore different variables and their impact levels. The Likert scale is widely used in management surveys due to its simple design and ease of use. Therefore, this study also adopted the Likert scale for its design. In a Likert scale, after reviewing each question, respondents make a subjective judgment based on their perception and select the level that best corresponds to their opinion, providing a quantitative expression of their views. To accurately capture consumers' psychological states during decision-making, a five-point Likert scale is used in this study, requiring respondents to choose from five progressively increasing options: strongly disagree, disagree, neutral, agree, and strongly agree, to reflect their attitudes toward the statements presented.

The questionnaire is divided into two sections. The first section collects demographic information from the participants, including gender, age, education level, occupation, and monthly income, with a total of five questions. The second section is the consumer purchase intention scale, presented to respondents using a five-point Likert scale. To reduce the time required for participants to complete the survey, the questions have been streamlined to 23 quantitative multiple-choice items.

3.2.1 Perceived Value Scale

Perceived value triggers a cognitive process within individuals, which leads to the formation of cognition, emotions, or perceptions. These factors influence subsequent behavioral intentions. Kim's (2015) research found that the practicality, value, and novelty of information evoke consumers' perceived value, thereby positively influencing their information selection and dissemination.

This study drew on the research of Mehrabian & Russell (1974), and, in conjunction with the specific context of short video e-commerce platforms, adapted their scale. After making the necessary adjustments to the questions, the perceived value scale was developed, as shown in Table 3.1.

Table 3.1 Perceived Value Scale

Q1	I feel that shopping on short video e-commerce platforms allows me to obtain better product quality.
Q2	I believe that shopping on short video e-commerce platforms offers good value for money.
Q3	The product descriptions on short video e-commerce platforms make me better understand the actual value of the products.
Q4	I think that shopping on short video e-commerce platforms saves me time and effort.
Q5	I find the promotional activities offered by short video e-commerce platforms very attractive.
Q6	Shopping on short video e-commerce platforms makes me feel pleased and satisfied.
Q7	I believe that short video e-commerce platforms provide a wide range of product choices that meet my needs.

3.2.2 Platform Credibility Scale

During the formation of purchase intentions, consumers often consider the security level of the platform. The trustworthiness of the platform is a key factor influencing users' purchase intentions (Yi et al., 2023). Users tend to choose platforms that excel in data privacy protection, payment security, and transaction transparency. The platform credibility scale was developed, as shown in Table 3.2.

Table 3.2 Platform Credibility Scale

Q8	I believe that the short video e-commerce platform can protect my personal data privacy.
Q9	I think the payment process on the short video e-commerce platform is secure.
Q10	I trust that the short video e-commerce platform can handle disputes in transactions.
Q11	I find that the product descriptions on the short video e-commerce platform are accurate and trustworthy.
Q12	The customer service provided by the short video e-commerce platform makes me feel satisfied.
Q13	I believe that the short video e-commerce platform offers brands and products that I can trust.
Q14	Even if the prices on the short video e-commerce platform are slightly higher than those on other platforms, I would still choose to make purchases on this platform.

3.2.3 Opinion Leaders Scale

Lin et al. (2021) explored the relationship between viewers' purchase intentions and opinion leaders in e-commerce live streaming. The study found that opinion leaders, through their recommendations and presentations, effectively enhanced viewers' interest and willingness to purchase, thereby boosting product sales. This indicated that opinion leaders played a crucial role in e-commerce live streaming. The opinion leaders scale was developed, as shown in Table 3.3.

Table 3.3 Opinion Leaders Scale

Q15	I have a high level of confidence in the recommendations made by opinion leaders on short video e-commerce platforms.
Q16	Product reviews by opinion leaders on short video e-commerce platforms have a significant impact on my purchasing decisions.
Q17	I am inclined to purchase products recommended by opinion leaders on short video e-commerce platforms.
Q18	The personal charm of opinion leaders on short video e-commerce platforms attracts me to the products they recommend.
Q19	I trust the recommendations made by opinion leaders on short video e-commerce platforms and am willing to try the products they suggest.

3.2.4 Consumers' Purchase Intentions Scale

Purchase intention reflects consumers' subjective attitudes toward whether they are willing to buy a product or service, and can to some extent indicate their eventual purchasing behavior. The specific items are shown in Table 3.4.

Table 3.4 Consumers' Purchase Intentions Scale

Q20	Product videos or live streams on short video e-commerce platforms help me better understand the actual usage of products.
Q21	I find it more convenient to purchase products on short video e-commerce platforms compared to other platforms.
Q22	I am willing to spend time browsing through different products on short video e-commerce platforms to find the most suitable item.
Q23	I would recommend purchasing products on short video e-commerce platforms to my family and friends.

3.3 Hypothesis

H₁: Perceived value positively influences consumers' purchase intentions on short video e-commerce platforms.

H₂: Platform credibility positively influences consumers' purchase intentions on short video e-commerce platforms.

H₃: Opinion leaders positively influence consumers' purchase intentions on short video e-commerce platforms.

3.4 Sample and Data Collection

The subjects of this study were consumers who used the TikTok Shop platform. To ensure the broadness and representativeness of the data, the study utilized the professional online survey platform “Wenjuanxing” to create the questionnaire. The survey was published online and disseminated through social platforms such as WeChat groups, Moments, and Weibo. This method effectively overcame time and geographical limitations, allowing the survey to reach a wider audience.

To ensure that this study targets the appropriate audience, a screening question was set before filling out the questionnaire: “Have you ever used the TikTok Shop

platform for shopping?” This question effectively filtered out consumers who have not used the platform, thereby ensuring that the data collected was relevant and valid. This screening step helped to exclude irrelevant respondents, allowing the final survey results to more accurately reflect the actual experiences and purchasing behaviors of TikTok Shop platform users.

A total of 472 questionnaires were collected in this survey. To ensure the quality and reliability of the data, all questionnaires were rigorously screened, and invalid ones, including duplicate submissions from the same IP address and those with insufficient response times, were removed. In the end, 449 valid questionnaires were obtained, with a valid response rate of 95.1%.

3.5 Data Analysis

For data analysis, SPSS statistical software was used to conduct reliability and validity tests to ensure that the measurement results were consistent and accurate. Additionally, descriptive statistical analysis was performed to explore the demographic characteristics of the sample, and correlation analysis was conducted to examine the relationships between variables. Finally, multiple regression analysis was employed to validate the research hypotheses.

3.6 Questionnaire Reliability Analysis

Reliability refers to the degree of trustworthiness of a test and is often measured using internal consistency. In survey research, reliability analysis is widely used to assess the validity of a questionnaire. Therefore, it is essential to first conduct a reliability analysis on new questionnaires to ensure they have good internal consistency. Cronbach's Alpha coefficient is the most commonly used method for reliability testing in scientific research. Its value is directly proportional to the internal consistency among the items of the scale, with a general requirement of being greater than 0.7.

As shown in Table 3.5, the Cronbach's Alpha coefficients for the questionnaire items on perceived value, platform credibility, opinion leaders, and consumers' purchase intentions used in this study are all greater than 0.7, indicating acceptable reliability.

Table 3.5 Reliability Analysis Results

Scale	Items	Cronbach's α
Perceived Value	7	0.821
Platform Credibility	7	0.796
Opinion Leaders	5	0.864
Consumers' Purchase Intentions	4	0.813

3.7 Questionnaire Validity Analysis

Validity refers to the ability of a measurement tool to accurately reflect the characteristics or attributes it is intended to measure. Therefore, validity analysis is the process of evaluating whether a measurement tool is effective. If the tool accurately reflects the characteristics or attributes being measured, it is considered to have high validity. The higher the validity, the more accurate and truthful the test results are for the measured behavior. Generally, validity analysis is conducted after the reliability analysis meets the required standards.

This study conducted the KMO (Kaiser-Meyer-Olkin) test and Bartlett's test of sphericity to assess the suitability of the scale and the structure of the data. The KMO value was 0.832, indicating that the data has a strong foundation for factor analysis and is appropriate for further statistical analysis. Meanwhile, the significance probability of Bartlett's test of sphericity was less than 0.05, demonstrating significant correlations among the variables and rejecting the hypothesis of variable independence. These results collectively indicate that the scale used in this study has good suitability and validity in terms of data structure.

Table 3.6 Validity Analysis Results

The KMO Values and the Bartlett's Sphericity Test		
Number of KMO Sampling Suitability Quantities		0.842
The Sphericity Test of the Bartlett	Approximate chi-square	1549.347
	Df	207
	Sig.	0.000

Chapter 4 Findings

4.1 Introduction

The data analysis process in this study involved several important steps. First, descriptive statistical analysis was conducted to provide an overview of the demographic characteristics of the sample. Next, correlation analysis was performed to explore the relationships between variables and determine whether there were significant positive or negative correlations. Finally, multiple regression analysis was used to test the research hypotheses, aiming to assess the combined impact of multiple independent variables on the dependent variable.

4.2 Demographics of Participants

Table 4.1 Demographics of Participants

Basic Information	Category	N	Percentage (%)
Gender	Male	128	28.6
	Female	321	71.4
Age	Under 18 years old	22	4.7
	18-25 years old	79	17.8
	26-35 years old	124	27.7
	36-45 years old	169	37.8
	Upper 46 years old	53	12.0
Educational Level	High school or below	41	9.2
	Associate degree	79	17.7
	Bachelor's degree	162	36.2
	Master's degree	97	21.7
	Doctoral degree	68	15.2
Occupation	Student	23	5.1
	Government agency	82	18.3
	Corporate employee	138	30.9
	Self-employed	89	20.0
	Freelancer	62	13.0
	Retired/Unemployed	39	8.7
	Other	14	4.0
Monthly Income	Below 2,000 RMB	35	7.8
	2,001 to 4,000 RMB	127	28.4
	4,001 to 6,000 RMB	173	38.7
	6,001 to 8,000 RMB	62	13.9
	Above 8,000 RMB	50	11.2

The descriptive statistics of the 447 samples are shown in Table 4.1. Among the respondents, 71.4% were female and 28.6% were male, indicating that women tend to spend more on shopping compared to men. The majority of respondents were aged 36-45, with the largest group being 35-44 years old (37.8%). The most common educational level was a bachelor's degree (36.2%). In terms of occupation, the largest group was corporate employees (30.9%). Monthly disposable income was primarily in the range of 4,001 to 6,000 RMB (13.9%). This suggests that promotional strategies on short video e-commerce platforms can be tailored to these demographic characteristics for more precise marketing.

4.3 Correlation Analysis

Correlation analysis is a method used to measure the degree of association between different variables. This study used Pearson's correlation coefficient for the analysis. Pearson's correlation coefficient is a commonly used statistical method, typically ranging from -1.0 to 1.0. Values closer to -1.0 or 1.0 indicate a stronger correlation, while values closer to 0.0 indicate a weaker correlation. In addition to the Pearson correlation coefficient, it is also necessary to measure the significance of the correlation. A significance level below 0.05 is considered acceptable. This study used SPSS software to perform the correlation analysis of the factors.

Table 4.2 Correlation Analysis Results

	Perceived Value	Platform Credibility	Opinion Leaders	Consumers' Purchase Intentions
Perceived Value	1			
Platform Credibility	0.424**	1		
Opinion Leaders	0.447**	0.516**	1	
Consumers' Purchase Intentions	0.532**	0.529**	0.574**	1

Note: ** Significantly correlated at the 0.01 level (two-tailed).

According to Table 4.2, the Pearson correlation coefficient between perceived value and consumer purchase intention is 0.532, with a significance level greater than 0.01. This indicates a significant positive correlation between perceived value and purchase intentions, supporting Hypothesis 1.

The Pearson correlation coefficient between platform trust and purchase intention is 0.529, with a significance level greater than 0.01, suggesting a significant positive correlation between platform credibility and purchase intentions, which supports Hypothesis 2.

The Pearson correlation coefficient between opinion leaders and purchase intention is 0.574, with a significance level greater than 0.01, indicating a significant positive correlation between opinion leaders and purchase intentions, which supports Hypothesis 3.

4.4 Multiple Regression Analysis

Multiple regression is a statistical analysis method used to examine the impact of one or more independent variables on a dependent variable. By constructing a regression model, multiple linear regression analyzes how changes in independent variables affect the dependent variable. This method helps determine the relative importance of each independent variable and quantify their effects. The results of the regression analysis reveal the strength and direction of relationships between variables, providing a scientific basis for decision-making. In this study, multiple linear regression analysis was used to assess the combined impact of various factors on the target variable.

Table 4.3 Multiple Regression Analysis Results

	Non-Standardized Coefficient		Standardized coefficient	P-Value	VIF
	B	Standard Error	Beta		
(Constant)	2.214	0.391	-	0.000	-
Perceived Value	0.324	0.065	0.274	0.003	2.374
Platform Credibility	0.287	0.047	0.178	0.017	2.276
Opinion Leaders	0.374	0.072	0.286	0.008	2.351
R ²	0.493				
Adjusting R ²	0.487				
F	25.824				
DW	1.926				

Perceived Value: The non-standardized coefficient was 0.324 and the standardized beta was 0.274, indicating a significant positive impact of perceived value on the dependent variable. The p-value was 0.003, showing that this effect was statistically significant. The VIF value was 2.374, which was below 5, indicating that there was no multicollinearity.

Platform Credibility: The non-standardized coefficient was 0.287 and the standardized beta was 0.178, demonstrating a positive impact of platform credibility on the dependent variable. The p-value was 0.017, suggesting that this effect was statistically significant. The VIF value was 2.276, also below 5, indicating no multicollinearity.

Opinion Leaders: The non-standardized coefficient was 0.374 and the standardized beta was 0.286, showing a significant positive effect of opinion leaders on the dependent variable. The p-value was 0.008, which indicated that this effect was statistically significant. The VIF value was 2.351, well below 5, suggesting no multicollinearity.

The R^2 value was 0.493, meaning the model explained approximately 49.3% of the variability in the dependent variable. The adjusted R^2 was 0.487, and the F statistic was 25.824, indicating that the overall model was statistically significant. The Durbin-Watson statistic was 1.926, suggesting no significant autocorrelation in the residuals.

The model showed significant effects for all predictors and no multicollinearity issues, indicating that all hypotheses proposed in this study were supported.

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

5.1.1 Perceived Value Positively Influences Consumers' Purchase Intentions on TikTok Shop Platform

Perceived value positively affects consumers' purchase intentions on TikTok Shop platform. This means that when consumers believe a product or service offers value that exceeds its price, they are more likely to make a purchase. On short video e-commerce platforms, perceived value encompasses not only the actual quality and price of the product but also the accuracy and professionalism of the product information presented on the platform and how well it aligns with consumer needs. If consumers perceive that purchasing a product offers high cost-performance, meets their specific needs, or provides additional benefits, their intention to buy is significantly increased. Therefore, enhancing the transparency and quality of product information and ensuring it meets consumer expectations are crucial for boosting purchase intentions.

To improve customer retention, lowering prices is an effective strategy. This can be achieved through offering repeat purchase discounts, regular promotions, and other incentives to boost user purchase intentions. By implementing such measures, the platform can attract repeat customers and enhance their loyalty. However, relying solely on price discounts is not sufficient. The platform must also improve the transparency of product information to ensure comprehensive and accurate product displays. This includes clearly showcasing the product's features, benefits, and cost-effectiveness, enabling consumers to fully understand the unique value of their purchases. Additionally, optimizing the user experience, providing detailed product descriptions, and offering genuine user reviews can further help consumers make informed purchasing decisions, thereby boosting the platform's overall sales performance.

5.1.2 Platform Credibility Positively Influences Consumers' Purchase Intentions on TikTok Shop Platform

Platform credibility positively impacts consumers' purchase intentions on TikTok Shop platform. Consumers often experience anxiety or concerns during the purchasing process, especially when faced with unfamiliar products or shopping environments. High platform credibility can effectively alleviate these negative emotions and thus enhance purchase intentions.

The credibility of short video e-commerce platforms is reflected in the platform's reputation, brand reputation, and the credibility of creators. Generally, larger platforms with good reputations provide better assurance regarding product quality. For product brands, a strong brand is a crucial marker for short video products; the brand's reputation can significantly influence users' purchase intentions. Similarly, the credibility of creators who post short videos affects users' perceptions of the content. If a creator has a positive reputation or is familiar to users, they may rely on this trust when making purchases, reducing concerns about product quality and after-sales service. Users typically consider a combination of factors when evaluating the reliability of short video e-commerce content and products, including the reputation of the platform, the brand of the products featured, the credibility of the creators, and the quality of the information presented in the videos.

A credible platform typically features several key attributes: comprehensive after-sales service, transparent transaction processes, and reliable user review systems. These features help consumers feel that their rights are protected and boost their confidence in the transaction process. Specifically, a transparent transaction process includes clear product information, explicit pricing details, and fair return and exchange policies. A reliable user review system provides genuine feedback, helping consumers make more informed decisions. Additionally, proactive customer service and timely responses to consumer inquiries further build trust in the platform. Therefore, platforms should focus on improving their reputation by implementing rigorous review mechanisms, maintaining transparent communication channels, and providing high-quality customer service to establish and sustain consumer trust, thereby fostering purchase decisions and increasing sales performance.

5.1.3 Opinion Leaders Positively Influence Consumers' Purchase Intentions on TikTok Shop Platform

Opinion leaders have a significant positive impact on consumers' purchase intentions on TikTok Shop platform. In recent years, many e-commerce businesses have been shifting towards community-based models, a trend that is particularly pronounced in China due to its emphasis on interpersonal harmony. Opinion leaders, who hold considerable social influence, can effectively sway consumers' purchasing decisions through their recommendations and reviews. By building a network among users, platforms can enhance the social influence of opinion leaders, thereby boosting users' purchase intentions.

To maximize the impact of opinion leaders, e-commerce platforms can implement various strategies. For example, by promoting similar products or encouraging users to actively share recommendations, platforms can leverage the endorsement of opinion leaders to drive sales. Specific measures might include offering rewards for high-quality product reviews, sharing incentives, and community commissions. These strategies can motivate users to engage more actively, thus increasing their willingness to make purchases.

However, in recent years, some online influencers to gain attention through improper means, which can negatively affect consumers. Some influencers may use false advertising or misleading information to promote products, resulting in poor or failed purchases for consumers. To address this challenge, platforms should correct these erroneous claims by providing accurate information and genuine product reviews. This approach not only enhances consumer trust in the products but also increases purchase intentions, helping consumers make well-informed buying decisions.

5.3 Recommendation

1) Enhancing user creation skills to improve the quality of short video content

The quality of information content significantly impacts consumers' purchase intentions through their perceived value. In other words, improving the quality of information on short video e-commerce platforms can drive consumers to make purchases via online platforms. Therefore, it is essential to enhance the content quality of short videos and ensure that videos with sufficient information are published.

For platforms, this means investing in various creator training programs to guide content creators on what constitutes high-quality e-commerce short videos. Platforms should use incentives such as increased traffic or cash rewards to actively encourage content creators.

For users, it is important to understand the key components of high-quality information content. Specifically, the content quality of short videos should be error-free and ensure that the products displayed in the video match those being promoted. Short videos or live streams should objectively describe the product's functions and attributes. The information presentation quality requires that the video

includes high-quality reviews and visually appealing footage to maintain viewer interest throughout the video or live stream. The language used should be simple and easy to understand.

Additionally, the information should be rich, including diverse backgrounds, content styles, and expressions. The utility of the information requires that short videos or live streams focus on explaining product features, using narration, subtitles, and other methods to highlight the product's selling points and functions effectively. Content creators should also tailor their information to the specific product and target audience to enhance relevance.

2) Improving information review regulations to enhance overall content quality

To ensure high information quality, it's not enough to only focus on users creating quality e-commerce short videos and live streams. Effective monitoring and review of consumer-generated short videos and live streams are essential to promote the visibility of high-quality e-commerce content. Platforms must leverage their role in guiding content creators and provide clear guidance to improve the overall quality of information on the platform.

Platforms need to continuously optimize their e-commerce short video review mechanisms by establishing a multi-tiered review system. Multiple review stages should be set up, with increasing levels of scrutiny based on the video's exposure. This approach helps identify and promote high-quality e-commerce short videos. By enhancing the overall quality of information on the platform, the platform can significantly boost user purchase intentions.

3) Strictly controlling the sources of information to enhance source credibility.

Establish a brand introduction system for e-commerce short videos. Create a brand database for products promoted in short videos, and set special permissions for well-known brands or those with a good reputation on other platforms, such as exclusive entry mechanisms for flagship stores. Use special markers and official endorsements to enhance credibility. Additionally, leverage the strong reputation of well-known brands to boost overall trustworthiness and prioritize the inclusion of reputable brands.

Moreover, improve the creator misconduct list and scoring system. Penalize creators for malicious practices such as misleading content to drive traffic, artificially inflating likes or follows, and selling counterfeit products or misrepresenting items in videos. Creators who engage in these activities should face deductions in their scores. If their scores fall below platform standards, relevant punitive measures should be implemented to maintain the platform’s overall reputation and user trust.

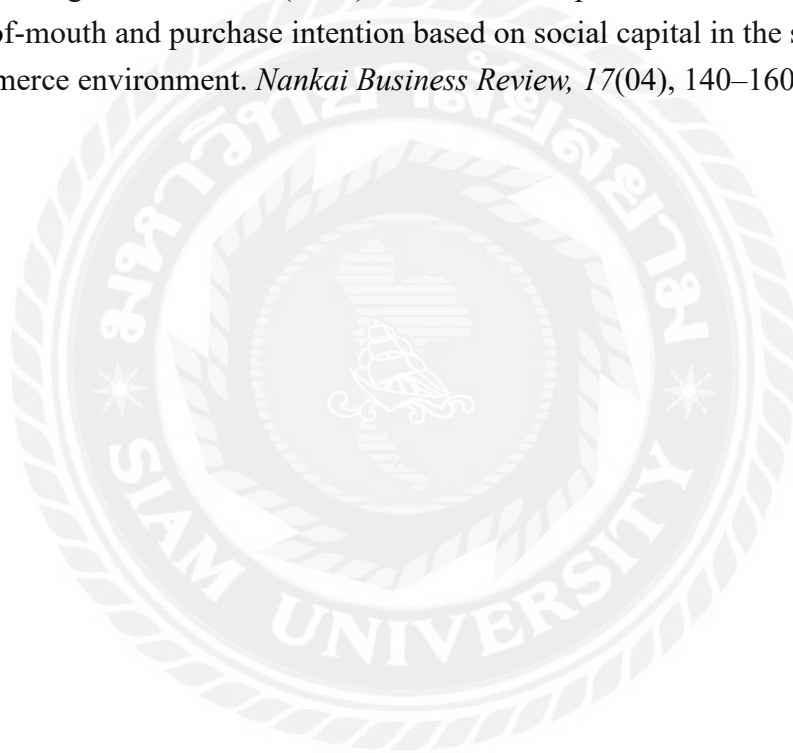


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Appendix

Consumer Purchase Intention Survey Questionnaire

Dear Sir/Madam,

Thank you very much for participating in this survey. The purpose of this survey is to understand the factors influencing purchase intentions of users on short-video e-commerce platforms. This questionnaire is conducted anonymously, and the information you provide will be used solely for academic research. There will be no information leakage, and all data will be kept strictly confidential.

The questionnaire consists entirely of multiple-choice questions. Please carefully read the following background information, then answer the questions based on your personal thoughts and experiences. Your responses are crucial to my research, and I sincerely appreciate your support! Thank you again for your participation!

Screening Question: Have you ever made a purchase on TikTok Shop?

- A. Yes (Please continue the survey)
- B. No (Thank you for your participation, the survey is now complete)

Section 1: Demographic Information

1. Your gender:
 - Male Female
2. Your age:
 - Under 18 years old 18-25 years old 26-35 years old
 - 36-45 years old Upper 46 years old
3. Educational level:
 - High school or below Associate degree Bachelor's degree
 - Master's degree Doctoral degree
4. Your occupation:
 - Student Government agency Corporate employee
 - Self-employed Freelancer Retired/Unemployed Other
5. Your monthly income:
 - Below 2,000 RMB 2,001 to 4,000 RMB 4,001 to 6,000 RMB
 - 6,001 to 8,000 RMB Above 8,000 RMB

Section 2: Based on your purchasing experience, please answer the following questions by indicating how much you agree with each statement. Mark "√" in the corresponding option. (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5

= Strongly Agree).

Perceived Value	
1	I feel that shopping on short video e-commerce platforms allows me to obtain better product quality.
2	I believe that shopping on short video e-commerce platforms offers good value for money.
3	The product descriptions on short video e-commerce platforms make me better understand the actual value of the products.
4	I think that shopping on short video e-commerce platforms saves me time and effort.
5	I find the promotional activities offered by short video e-commerce platforms very attractive.
6	Shopping on short video e-commerce platforms makes me feel pleased and satisfied.
7	I believe that short video e-commerce platforms provide a wide range of product choices that meet my needs.
Platform Credibility	
8	I believe that the short video e-commerce platform can protect my personal data privacy.
9	I think the payment process on the short video e-commerce platform is secure.
10	I trust that the short video e-commerce platform can handle disputes in transactions.
11	I find that the product descriptions on the short video e-commerce platform are accurate and trustworthy.
12	The customer service provided by the short video e-commerce platform makes me feel satisfied.
13	I believe that the short video e-commerce platform offers brands and products that I can trust.
14	Even if the prices on the short video e-commerce platform are slightly higher than those on other platforms, I would still choose to make purchases on this platform.
Opinion Leaders	
15	I have a high level of confidence in the recommendations made by opinion leaders on short video e-commerce platforms.
16	Product reviews by opinion leaders on short video e-commerce platforms have a significant impact on my purchasing decisions.

17	I am inclined to purchase products recommended by opinion leaders on short video e-commerce platforms.
18	The personal charm of opinion leaders on short video e-commerce platforms attracts me to the products they recommend.
19	I trust the recommendations made by opinion leaders on short video e-commerce platforms and am willing to try the products they suggest.
Consumers' Purchase Intention	
20	Product videos or live streams on short video e-commerce platforms help me better understand the actual usage of products.
21	I find it more convenient to purchase products on short video e-commerce platforms compared to other platforms.
22	I am willing to spend time browsing through different products on short video e-commerce platforms to find the most suitable item.
23	I would recommend purchasing products on short video e-commerce platforms to my family and friends.

