

Effective Short-Video Platform Advertising on Chinese Consumers' Online Purchase Intention

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Abstract

Chinese consumers have been actively involved in the revolutionary shift of digital advertising techniques brought about by the rise of short-video mediums. Given the market dominance of platforms such as Douyin as well as Kuaishou, it is imperative to comprehend the effect of short-form video marketing on the intent to buy something online. The dynamic as well as captivating quality of brief videos offers a special chance to affect customer behavior. In the backdrop of China, the precise mechanisms underlying this influence are still insufficiently understood. Therefore, the goal of this research study is to investigate how Chinese consumers' intentions to make online purchases are affected by short-video channel advertising. The goal of the research is to identify the relationships that influence consumer choices. The quantitative methodology was considered the most suitable strategy for this investigation. The results of the research study showed that bandwagon perception and conventional interactivity had significant effects on online purchase intentions of consumers. Similarly, flow experience had a significant mediating impact on the relationships among bandwagon perception, interactivity, and online purchase intent. However, consumer attitude is influenced by external factors such as political developments, public health emergencies, or financial circumstances. These outside factors have not been considered in the study.

Keywords: *Short-video, bandwagon, consumers behaviors; online purchase intention*

1. Introduction

Short-video mediums have emerged as powerful avenues for marketers to interact with buyers in the past few years, transforming the field of online advertising (Ye, 2023). China is an international pioneer in this trend, with a slew of short-video mediums, including Douyin (TikTok's Chinese version), Kuaishou, as well as Bilibili, experiencing a record-breaking increase in user participation. These platforms provide marketers with a creative means of reaching a large and varied audience by providing a genuine combination of entertainment as well as information (Su, 2023). Chinese consumers, known for their proficient in technology behavior, are increasingly inclined to shop on the internet, making the combination of short-video sites and online shopping an essential focus for enterprises. Knowing the changing nature of efficient marketing on such platforms is critical for marketers looking to make an impact on China's rapidly growing digital market (Wang, Xu, et al., 2022). With the enormous success of brief videos, studying the effect of marketing on consumers' digital purchase plans has become an important area of study. Although short-video mediums in China offer marketers an attractive avenue, there is still a lack of knowledge regarding the variables that affect consumers' intentions to buy online as a consequence of such marketing. The existing literature is deficient in providing comprehensive understanding regarding the specifics of successful marketing techniques on these mediums as well as their resulting effect on consumer attitude. Therefore, the research objectives are:

- To investigate the impact of bandwagon perception and interactivity on online purchase intentions.
- To examine the mediating effect of flow experience in the connection between bandwagon perception, interactivity, and online purchase intentions.

- To examine the moderating effect of product involvement in the relationship between bandwagon perception, interactivity, and online purchase intentions.

There are various past studies whose implications are related to those of this research study. Xiao et al. (2023) examined the persuasive components in brief videos, highlighting how they influence the opinions of customers. Similarly, Gao et al. (2022) examined how watching brief videos with emotion affected viewers' decisions to buy. Furthermore, Yu and Kerdpitak examined the function of content created by users on sites for short videos, emphasizing how it influences consumer trust as well as purchase intention. Together, these studies advanced one's knowledge of the complex variables that influenced the short-video mediums' ability to effectively advertise, providing theoretical and real-world advice to marketers looking to increase their intention to buy online. The discovered persuasive elements made a theoretical contribution by enhancing one's comprehension of the psychological and mental dynamics involved in buying decisions. Through identification and integration of these components, companies augmented the efficacy of their promotional video tactics. Furthermore, the emphasis on content created by users emphasized how important it was in real-world terms to gain customers' trust by making genuine contributions. In the ever-changing world of digital advertising, companies used these guidelines to create video material that not just built confidence but also resonated with viewers, influencing their opinions along with intent to buy in the process.

The present study consists of five sections, which include the introduction, literature review, method, findings, as well as discussion. The introduction section delineates the background, research objectives, and the significance of the study. The second section provides a critique of the existing studies, and the third section describes the methods adopted in the study. The key findings are presented in the fourth section while the fifth section discusses the key findings with their implications and limitations to provide future research directions.

2. Literature Review

2.1. Theory of planned behavior

The theory of planned behavior was given by Icek Ajzen in 1991. According to the theory of planned behavior the behavior of a person is shaped by the intentions and attitudes of that person. The theory emphasizes the importance of the intentions and beliefs of a person in forming the behavior of the person (Conner, 2020). Behavior is the output of the intentions that a person has. When a person intends to do something, he will utter that specific response of behavior to do that thing. So, intentions, beliefs and attitudes are the key factors driving an individual's behavior (Ajzen, 2020). Ajzen stated that the behavior of an individual is not something that occurs passively but in fact, it is expressed through a planned combination of the individual's attitude, subjective norms, and perceived behavioral control. It is the behavioral intention which forms the behavior of an individual, and the behavioral intention is shaped through the attitude of a person which includes the behavioral beliefs, subjective norms which include the beliefs about other people's attitude towards a behavior, and perceived control of behavior which include the control beliefs. All these beliefs are considered to be the root factors forming a behavioral intention, which results in the expression of an individual's behavior (Bosnjak et al., 2020). The theory of planned behavior is widely used when it comes to explaining purchase intention. The theory of planned behavior is often considered a suitable explanation to purchase intention. Purchase intention is the probability that one could purchase a product. It represents the willingness of the customer to buy a product (Lim & An, 2021). Purchase intention is a behavioral intention that is formed by the factors explained by the theory of planned behavior. Similar is the case with online purchase intention which is formulated through a series of norms, attitudes and controls and is impacted by multiple factors such as platform-related factors and many others (Lim & An, 2021).

2.2. Platform-Related Factors and Online Purchase Intention

Platform-related factors are the factors brought about by the advertising platform such as short-video platform technology for advertising. Online purchase intention on the other hand is the likelihood or willingness of the customer to purchase online goods or do online shopping. Online purchase intention is a cue that leads to the goal of actual online purchases. Online purchase intention is impacted by various platform-related factors including bandwagon perception and interactivity (Lăzăroiu et al., 2020).

2.3. Bandwagon Perception and Online Purchase Intention

Bandwagon perception is the degree to which other people align their beliefs with other people. In online purchases or advertisements, the bandwagon perception is the extent to which a person considers other peoples' points of view, agreement, and likeliness towards an advertisement. Bandwagon perception is a psychological phenomenon and is a very important factor impacting online purchase intention (Wang et al., 2023). Similarly, Anantharaman et al. (2023) also reported a significant impact of the bandwagon effect on the purchase intentions of consumers. The study, thus, offered various significant implications for social commerce managers to influence consumer behavior. According to the study by Kang and Ma (2020), people often engage in bandwagon consumption due to their fear of missing out on popular and luxurious trends. Chow et al. (2022) argue that according to the concept of the bandwagon effect, the group-buying makes the purchase offer appear more attractive to consumers, which, in turn, has a significant influence on their purchase intentions. Furthermore, Kwek et al. (2020) report that the bandwagon effect makes the product appear more credible as it has a significant influence on the perceived credibility of consumers.

According to the study by Jain (2022), bandwagon perception is positively correlated with online purchase intentions. Online purchase intentions are shaped through advertisements in the forms of short videos, posts, blogs etc. The short video advertisement on social media

platforms influences the development of bandwagon perception which in turn impact significantly the online purchase intention. Videos with high amounts of likes, shares and comments lead to high bandwagon perception (Jain, 2022). In bandwagon perception, a person prioritizes the beliefs of others over his thoughts and beliefs, which causes him to do what other people have done even if it is not in accordance with one's thoughts. Thus, through social media advertising the bandwagon perception is as high as the people's response to that particular post or video which makes a person develop online purchase intention (Ai et al., 2020).

H1: The impact of bandwagon perception on online purchase intentions is significant.

2.4. Interactivity and Online Purchase Intentions

Interactivity refers to the communication between people and devices. In other words, interactivity is the relation or influence of online and offline media content on its users. Interactive advertisements are advertisements that use interactive media platforms to communicate with their customers in order to promote their brands or products (Kim, 2021). According to the study by Yeo et al. (2020) interactivity and online purchase intentions are strongly related. The study conducted by Summerlin and Powell (2022) reported that a higher online purchase intention was associated with interactive products. Thus, the study implied that increasing the interactive elements in the products would lead to increased purchase intentions of consumers. Similarly, Xia et al. (2019) reported a significant influence of online interaction on customer's willingness to the consumption of products. The study offered significant implications regarding the impact of interactivity on consumer behavior. In addition, Zhang and Zhang (2023) also regarded a brand's online interactive support as a significant antecedent of consumers' purchase intentions.

Interactivity impacting online purchase intentions is of two types, AR interactivity and conventional interactivity. Augmented reality (AR) interactive advertisement involves the use

of technology like smartphones to advertise their product and to interact with their customers. It involves the use of wearable technology like smart watches, smart glasses etc. to interact with their users and to leave a positive impact on their product or brand on them, thus impacting their online purchase intentions (Wang, Ko, et al., 2022). Conventional interactivity involves the traditional and mostly offline media platforms of advertisement such as television, billboards, prints, banners etc. to promote a product and interact with the customer to help them in the shaping of online purchase intention. Conventional interactivity is also found to impact strongly the online purchase intention (Castiblanco Jimenez et al., 2022).

H2: The impact of AR interactivity on online purchase intention is significant.

H3: The impact of conventional interactivity on online purchase intention is significant.

2.5. The Mediating Role of Flow Experience

Flow state or flow experience is a psychological state of mind during which a person is so immersed in an activity that they do it even at elevated costs. Flow experience arises due to a person being so indulged in that activity that he or she finds comfort in it and does not want to leave it. A person immersed in online activities also experiences flow experience (Xu et al., 2021). Wang and Wang (2020) regarded the flow experience as a significant psychological construct, which has a substantial influence on the online information-searching behavior of consumers.

Flow experience and online purchase intentions are strongly linked. Advertisements that are found to have higher bandwagon perception are likely to develop flow experience in their consumers by motivating and attracting people towards the ads impacting their online purchase intention (SHENG & BASHA, 2022). Similarly, interactive advertisements including both AR and conventional interactivity are more prone to develop flow experience in their customers as they tend to engage the consumers with them, promoting their brand or product and impacting their purchase intention (Mustafi & Hosain, 2020).

H4: The mediating role of flow experience between Bandwagon perception and online purchase intentions is significant.

H5: The mediating role of flow experience between AR interactivity and online purchase intentions is significant.

H6: The mediating role of flow experience between conventional interactivity and online purchase intentions is significant.

2.7. The Moderating Role of Product Involvement

Product involvement refers to the degree to which a product holds value for the customer. In other words, product involvement is the extent to which a customer is in need, has interest or is engaged with the category of the product. Product involvement is found to impact significantly online purchase intention by impacting bandwagon perception and interactivity (La Rosa & Johnson Jorgensen, 2021).

Bandwagon perception, which is the reliance on other people's ideas is thought to have been enhanced by product involvement. The bandwagon perceptions promote different levels of product involvement by sharing other peoples' experiences, therefore influencing online purchase intention. Similarly, interactivity is found to be the best source to attain a higher level of product involvement. Interactive ads display better communication which plays an important role in the shaping of consumers' online purchase intention (Kim, 2020).

H7: The moderating role of product involvement between Bandwagon perception and online purchase intentions is significant.

H8: The moderating role of product involvement between AR interactivity and online purchase intentions is significant.

H9: The moderating role of product involvement between conventional interactivity and online purchase intentions is significant.

3. Research Methodology

Quantitative research involves systematically studying a phenomenon by gathering numerical data and analyzing it using statistical tools. Quantitative research originates from the positivist worldview and include procedures such as questionnaires, systematic protocols, and hypothesis testing (Watson, 2015). Considering the research is based on positivism philosophy, the quantitative methodology was considered the most suitable strategy for this investigation.

3.1. Research Design

The two primary study designs used in this quantitative research were experiments as well as surveys. The data was gathered using a cross-sectional survey method. Survey research investigated a representative group of population and provided a quantitative or numerical account of that group's patterns, traits, mindsets, views, or conduct. It included cross-sectional as well as longitudinal studies that used questionnaires or organized interviews for extrapolating results from a group to the whole population.

3.2. Participants and Sampling

Given the features of the population as well as the research goals, a method of non-probability sampling using a purposive sample strategy was employed in this study. The selection criteria were the users who had utilized the short-video sharing sites and used the AR effects, as well as having bought the short-video sharing sites within the last 6 months.

3.3. Sample Size

Initially the sample size was 200. This study employed 350 more conservative figures as the sample size to forecast problems with completing the survey, like omissions, readability, values that were missing, inconsistent responses, as well as no answers. Table 1 outlines the key characteristics of the sample.

Table 1: Sample Characteristics

Demographic Variable	Categories	Frequency (N=400)	Percentage
Gender	Male	232	58.0%
	Female	168	42.0%
Age Group	18-24 years	120	30.0%
	25-34 years	164	41.0%
	35-44 years	92	23.0%
	45-54 years	24	6.0%
Education Level	High School	76	19.0%
	Bachelor's Degree	246	61.5%
	Master's Degree	68	17.0%
	Doctoral/Professional	10	2.5%
Monthly Income	<¥5,000	108	27.0%
	¥5,000-¥10,000	156	39.0%
	¥10,001-¥20,000	104	26.0%
	>¥20,000	32	8.0%
Primary Social Media Platform	Douyin	224	56.0%
	Kuaishou	132	33.0%
	Other Platforms	44	11.0%

3.4. Measures

The instrument of the survey employed in this investigation has been modified from past studies. The 5-point Likert scale was utilized to evaluate the items that represent observed variables (Refer Table 2). The study addressed potential common method bias through a comprehensive, multi-pronged approach. The Harman's single factor test was employed, wherein an unrotated exploratory factor analysis loaded all measurement items into a single factor to assess the total variance explained.

Table 2: Measurement Items

Variable Name	No. of items	Adopted from
Bandwagon Perception	5	(Lim & Young, 2021)
Conventional Interactivity	3	(Cai et al., 2017)
AR Interactivity	3	(McLean & Wilson, 2019)
Flow Experience	4	(Kim & Han, 2014)

Product Involvement	10	(Fu et al., 2020)
Online Purchase Intention	4	(Van-Tien Dao et al., 2014)

3.5. Data Analysis Method

The data was examined using SmartPLS 4 structural equation modeling (SEM) software. SmartPLS was employed to investigate the measurement model and examine the assumed correlations.

4. Findings and Analysis

4.1. Factor Analysis

The rotated component analysis was performed, and the exploratory factor analysis was carried out to examine the quality of the data gathered in relation to their parent variable. The values were compared to a benchmark value of 0.7. No cross-loading issues had been observed and items significantly appeared in their respective columns Furthermore, every value was higher than 0.7, demonstrating that the items had good factor loadings (Refer Table 2 and Figure 1).

Table 3. The Factor Loadings of the Items

	ARI	BDP	COI	FE	OPI	PI
ARI1	0.925					
ARI2	0.937					
ARI3	0.939					
BDP1		0.858				
BDP2		0.89				
BDP3		0.897				
BDP4		0.891				
BDP5		0.889				

COI1	0.928	
COI2	0.931	
COI3	0.915	
FE1		0.928
FE2		0.901
FE3		0.934
FE4		0.931
OPI1		0.928
OPI2		0.951
OPI3		0.929
OPI4		0.94
PI1		0.848
PI10		0.819
PI2		0.814
PI3		0.862
PI4		0.828
PI5		0.829
PI6		0.865
PI7		0.844
PI8		0.868
PI9		0.823

4.2. Convergent Validity

The researcher also assessed the convergent validity to evaluate that how closely a test was associated with other tests that measured the similar constructs (Carlson & Herdman, 2012). It was measured through composite reliability as well as average variance extracted. The results

revealed that for AVE and CR the values fitted within the threshold criteria i.e., 0.5 and 0.7, respectively. The internal consistency of scale items has also been established through determining the values of Cronbach alpha which are 0.9 for each variable indicating reliability of scale items. Therefore, convergent validity has been established in the measurement model (Refer Table 4).

Table 4. Convergent Validity of Constructs

	Alpha	CR	AVE
ARI	0.926	0.93	0.871
BDP	0.931	0.931	0.783
COI	0.915	0.915	0.854
FE	0.943	0.943	0.853
OPI	0.954	0.954	0.878
PI	0.954	0.954	0.706

4.3. Discriminant Validity

After confirming the convergent validity, the researcher assessed the discriminant validity which confirmed that the variables which were not related theoretically, were in fact unrelated. Table 5 shows that each variable is strongly associated with itself as compared to the other variables. Therefore, discriminant validity has also been confirmed by the researcher.

Table 5. Discriminant Validity of Constructs

	ARI	BDP	COI	FE	OPI	PI
ARI	0.934					
BDP	0.632	0.885				
COI	0.52	0.567	0.924			
FE	0.516	0.624	0.506	0.924		

OPI	0.497	0.622	0.552	0.578	0.937	
PI	0.573	0.633	0.517	0.493	0.613	0.84

4.4. Model Fitness Test

Before assessing the structural equation modelling and the hypothesized associations among variables, the researcher tested model fitness for the given research model. Table 6 depicts that for each index, the saturated and estimated model values fit in the threshold criteria and indicates that the model is fit. Model fitness is an indication that the researcher can perform SEM effectively.

Table 6. Model Fitness

	Saturated model	Estimated model
SRMR	0.039	0.04
d_ULS	0.664	0.701
d_G	0.507	0.5
Chi-square	1480.524	1443.795
NFI	0.895	0.898

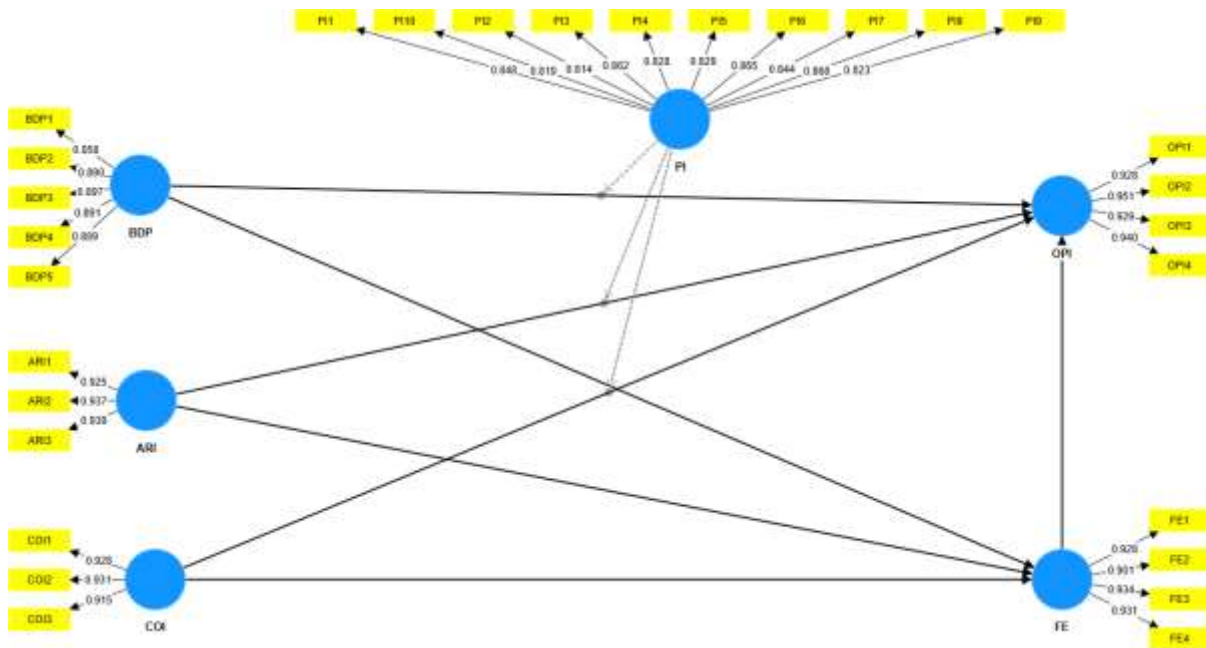


Figure 2. Measurement Model

4.5. Structural Equation Modelling

After assessing the model fitness for the measurement model, the researcher assessed the direct association between variables to confirm the status of hypothesized association between variables. Table 7 depicts the direct relationship among variables. A one-unit increase in conventional interactivity impacts online purchase intention by 2.9 units with a p-value of 0.004. As the p-value is less than the threshold limit of 0.05, therefore the proposed hypothesis has been approved. The other association is between bandwagon perception and online purchase intention, which is also significantly accepted. The p-value for this relationship is 0 which depicts the significant status of hypothesis. However, the proposed relationship between AR interactivity and online purchase intention has declined as the p-value is more than the threshold limit.

Table 7. Structural Equation Modelling (Direct Effects)

	Estimate	STDEV	t-stat	P-values
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AR Interactivity -> Online Purchase Intention	0.012	0.055	0.21	0.834
Bandwagon Perception -> Online Purchase Intention	0.207	0.059	3.529	0
Conventional Interactivity -> Online Purchase Intention	0.17	0.059	2.908	0.004

The moderation of product involvement between bandwagon perception and OPI has been rejected as the p-value is greater than the threshold limit. Similarly, the moderation of product involvement between AR interactivity, conventional interactivity and OPI has also been rejected. On the other hand, the mediation of flow experience between bandwagon perception and OPI has been resulted to be significant as p-value is 0.002, which is below the threshold limit of 0.05. Similarly, the mediation of flow experience between interactivity (AR interactivity as well as conventional interactivity) and OPI is accepted as the p-values are below the threshold limit (Refer Table 8 and Figure 2).

Table 8. Structural Equation Modelling (Indirect Effects)

	Estimate	STDEV	t-stat	P-values
Product Involvement x Bandwagon Perception -> Online Purchase Intention	0.102	0.062	1.641	0.101
Product Involvement x AR Interactivity -> Online Purchase Intention	-0.034	0.054	0.636	0.525

Product Involvement x

Conventional Interactivity -> -0.019 0.062 0.309 0.757

Online Purchase Intention

Bandwagon Perception -> Flow

Experience -> Online Purchase 0.082 0.027 3.089 0.002

Intention

AR Interactivity -> FE -> Online 1.916 0.055

Purchase Intention 0.029 0.015

Conventional Interactivity ->

Flow Experience -> Online 0.037 0.015 2.397 0.017

Purchase Intention

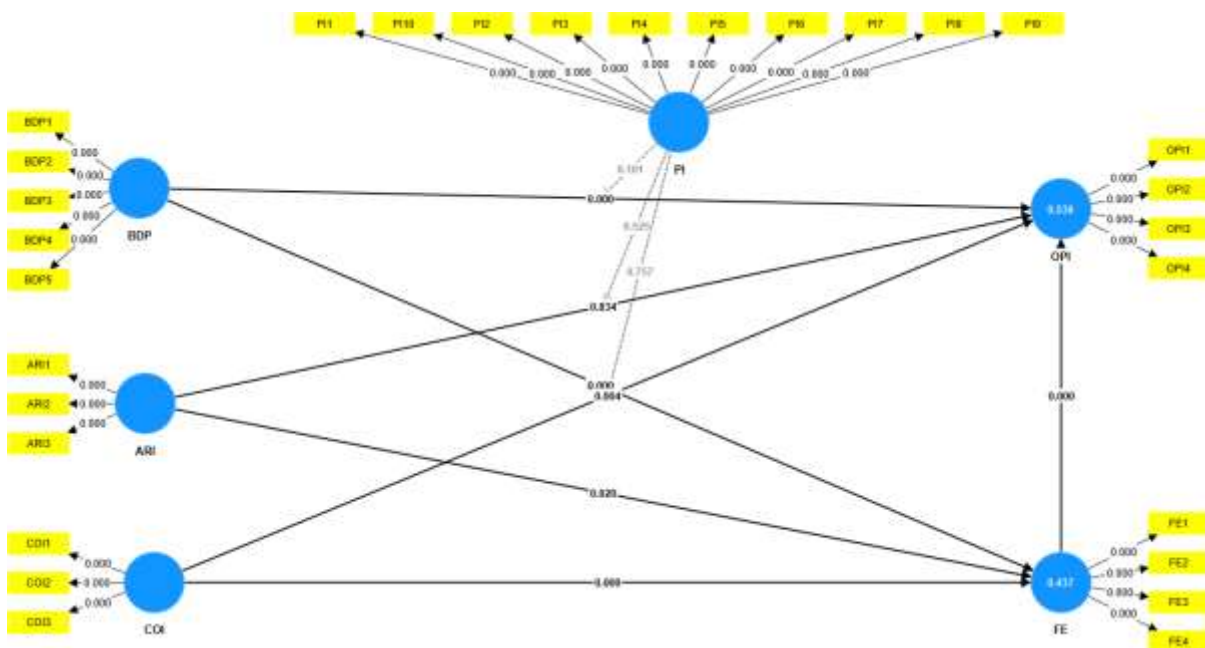


Figure 3. Structural Equation Modelling

5. Discussion

The primary objective of the present study was to evaluate the effectiveness of short-video platform advertising in influencing the online purchase intentions of Chinese consumers. The

study focused on two platform-related factors, which included bandwagon perception and interactivity. The study hypothesized a significant impact of bandwagon perception on the online purchase intentions of consumers. The results support the H1 by reporting a significant correlation between bandwagon perception and online purchase intentions. The acceptance of the first hypothesis reflects when people perceive a certain product as being in demand, and they get encouraged to purchase it. Therefore, people often get attracted towards purchasing popular products because of their high public demand. Moreover, when people witness their peers rushing after trending products online, they get influenced by the choices of their peers. This finding implies that the online popularity of a product can help marketers influence the online purchase intentions of consumers. The acceptance of the first hypothesis aligns with the study conducted by Ai et al. (2020) who reported that the bandwagon effect enhances consumer trust, which helps influence the purchase intentions of consumers. SHENG and BASHA (2022) also reported that bandwagon perception was necessary for boosting the purchase intentions of consumers through short video platform advertisements.

Moreover, the study also hypothesized the significant impact of interactivity on the online purchase intentions of Chinese consumers, focusing on two types of interactivities in particular: AR interactivity and conventional interactivity. The results report a significant impact of conventional interactivity on the OPI of consumers, thus supporting the H3. The acceptance of the H2 means that interactive elements such as customer response and product information help build a good rapport with consumers and influence their purchase intentions. Moreover, it implies that the marketing of a product via short video platform advertisements should focus on consumer interactions by adding various interactive elements such as consumer feedback. Features such as comments, likes, and shares offer a beneficial opportunity to establish a substantial interaction between consumers and marketers. However, the results reject the H2 as the impact of AR interactivity on OPI is reported to be insignificant. In addition to the

platform features, the present study also evaluated the mediating effect of flow experience on the correlations between the aforementioned platform features and the OPI of Chinese consumers. The results support the H4, H5, and H6 by reporting a significant mediating effect of flow experience. The acceptance of these hypotheses entails that when consumers are immersed in a product, they are more likely to be influenced by bandwagon perception, AR interactivity, and conventional interactivity. The findings reflect a need for short video platforms to focus on providing flow experience to target consumers to enhance their online purchase intentions. Moreover, the study also analyzed the moderating role of product involvement. However, the results rejected the H7, H8, and H9 by reporting an insignificant moderation of product involvement.

5.1. Conclusion

The findings of the present study presented substantial insights into the impact of platform features on the OPI of Chinese consumers. The study used the survey-based approach to gather the data from Chinese consumers. The study proposed that the effectiveness of a short video platform advertisement depends on the bandwagon perception and conventional interactivity offered by the advertisement. The findings of the study conclude a significant role of bandwagon perception in influencing the online purchase intentions of consumers as they are more likely to purchase a popular and trending product due to their tendency to follow the trends. In addition, the present study regards conventional interactivity as a crucial element to be prioritized for short video platform advertisements as it allows consumers to get in close contact with the product, learn about its details, and provide relevant feedback. Flow experience emerged as a significant mediator for enhancing the impact of bandwagon perception and conventional interactivity on the OPI of consumers. Thus, the study concludes that it is highly significant to comprehend the effectiveness of bandwagon perception and

conventional interactivity on the OPI of consumers to enhance the effectiveness of short video platform advertisements.

5.2. Implications

5.1. Theoretical Implications

The findings of this study help advance the existing literature as the study fills the significant research gap in the empirical literature concerning the ways to enhance the impact of platform features on the OPI of Chinese consumers in the context of short video platform advertisements. Drawing on the key tenets of the Theory of Planned Behavior presented by Icek Ajzen in 1991, the study evaluates the impact of platform features on the OPI of Chinese consumers. Thus, the study advances the existing theoretical literature of the TBP and affirms its validity as a theoretical background to analyze the impact of platform features on the OPI. Moreover, the present study advances the existing understanding regarding the efficacy of bandwagon perception in influencing the online purchase intentions of consumers. The study's findings extend the existing findings towards the context of short video platform advertisements. In addition, the present study's findings extend the existing discourse on the potential of interactive elements of marketing campaigns for boosting the purchase intentions of consumers. The study enhances the current empirical literature concerned with the significance of interactivity in advertisements and focuses on the significance of conventional interactivity. Furthermore, the study's findings regarding the mediation of flow experience advance the understanding of the impact of an immersive experience on consumers' OPI.

5.2. Practical Implications

The findings of the present study present practical implication, which are multifaceted as the study highlights the ways to enhance the effectiveness of short video platform advertisement campaigns to boost the OPI of Chinese consumers. The results of the study are particularly significant in the contemporary digitalized era where there are several famous social platforms

for posting advertisements of products. Various short video platforms offer opportunities for companies to advertise their products in an innovative way. The present study implies that advertisement campaigns for products can focus on creating the popularity of their product to make trends. This would create a bandwagon effect and encourage consumers to purchase the product. In addition, the findings imply a significant role of interactive features in short video platform advertisement campaigns to boost the OPI of consumers. Short video platforms offer various ways of establishing productive interaction between the companies and their consumers. This leads to opportunities for companies to offer product details to consumers and build trust with them. In addition, the present study implies that companies should focus on providing an immersive experience to consumers through their advertisement campaigns. This would help enhance the impact of bandwagon perception and conventional interactivity on the OPI of consumers in China.

5.3. Limitations and Future Directions

Though the study offers substantial findings regarding the efficacy of platform features on the OPI of Chinese consumers, its limitations cannot be overlooked. The study's central focus lied on the section of Chinese consumers who had subscribed to short video platforms. Therefore, its findings may not reflect the purchase behavior of other consumers. Moreover, popular short video platforms in China are different from those in other countries. Therefore, the findings of this study may not accurately resonate with other demographics. Future studies can target other countries and evaluate the impact of features of short video platforms on the OPI of consumers. Moreover, the purchase intention of consumers is a multifaceted concept, and it may be under the influence of several other factors, such as perceived value and perceived usefulness. However, it is quite challenging to evaluate all of the relevant factors in a single study. Therefore, the other relevant factors can be analyzed in future studies to offer the evaluation of the impact of other factors that may have an effect on the OPI of consumers. Moreover, future

studies can adopt a mixed-method approach to overcome the limitations of the present study due to its methodological choices.

Declarations

Data Availability Statement

Data is available from corresponding author on request

Funding Statement

This research study is not funding by any institute/agency

Conflict of Interest Disclosure

There is no potential conflict of interest

Ethics Approval Statement

The study is not about the clinical trial on humans and animals so the ethics approval was not applicable

Permission to Reproduce Material

All the materials have been cited and permissions obtained from Other Sources if necessary

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