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Analysis of Consumers' Purchasing Behavior through Short Videos

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Abstract: Based on the SOR (Stimulus-Organism-Response) theoretical model, this study analyzes the influence mechanism of short video content characteristics on consumers' purchase intention. By means of literature research and empirical analysis, it focuses on three dimensions: visual appeal, information practicality, and anchor credibility, and reveals their path of influence on purchase decisions through the mediating role of perceived value. The study adopts a questionnaire survey method to collect data from short video shopping users, and uses SPSS and AMOS software for statistical analysis. The results show that: visual appeal indirectly promotes purchase intention through perceived value; information practicality and anchor credibility have a significant impact on purchase decisions through the mediating role of perceived value; perceived value plays a partial mediating role between content characteristics and purchase intention. Based on these findings, to optimize the short video operation ecosystem, this study puts forward the following suggestions: merchants should build a "three-dimensional integrated" content matrix and optimize from three aspects: visual presentation, information screening, and anchor training; platforms need to establish a content quality evaluation system; regulatory authorities should improve the norms for short video advertisements.

Keywords: short video shopping; SOR model; consumer behavior; perceived value; purchase intention

1. Introduction

1.1. Research Background

The rapid development of the mobile Internet has driven the rise of short video platforms, which integrate features such as creative expression and leisure entertainment, becoming one of the most popular media forms today. Relevant data shows that the scale of short video users in China has grown from 100 million in 2016 to more than 700 million in 2020 [1], with a market penetration rate of 71%, and has also spawned a social e-commerce market with a scale of trillions of yuan. Short video platforms have gradually evolved into new e-commerce carriers: live-streaming e-commerce improves purchase conversion rates through real-time interaction, while social e-commerce builds a unique marketing ecosystem relying on the wide dissemination of content. The sales volume of social e-commerce reached 5.7 trillion yuan in 2023, accounting for more than 30% of the total online retail sales [2].

The rapid development of this emerging consumption scenario has triggered profound changes in consumers' behavioral patterns. With fragmented content presentation, immersive viewing experience, and social interaction methods, short video platforms have reshaped consumers' purchase decision-making paths. Compared with traditional e-commerce platforms, short video shopping features short decision-making cycles, strong emotional drive and significant social influence. Against this background, analyzing the behavioral characteristics and internal mechanisms of consumers' purchases through short video platforms is of great significance for improving

the theoretical system of digital consumption behavior, and can also provide references for platform optimization and merchant operations.

1.2. Literature Review

With the rapid rise of short video platforms, short video shopping has emerged as a new consumption method. A large number of research results have been achieved on new media consumption models such as live-streaming e-commerce and social e-commerce, forming a relatively mature theoretical framework. Research in the field of video marketing at home and abroad shows different development paths and depths. As early as the 1990s, Niffenegger and Holcomb (1992) detailed the methods by which state legislators used video marketing to increase funding for primary counselors, indicating that video marketing began to attract academic attention as a marketing tool [3].

Domestic academic circles have also conducted extensive research on new media and e-commerce. Regarding the factors influencing consumers' purchasing behavior, Wang Liran (2024) used a questionnaire survey method, combined with the "4I" marketing theory and the SOR model, and found that interestingness, profitability, interactivity, personalization, and trust are the five key factors affecting purchase decisions. Among them, anchor interaction, product quality, and scene experience are particularly critical, and the preferences of young female groups are also obvious [4]. Wu Wenye (2024) focused on the field of fresh agricultural products, and based on the S-O-R theoretical framework, found that perceived value positively affects purchase intention, consumer trust and recognition play a mediating role, and the consistency between anchor and commodity characteristics has a moderating effect [5]. Wang Yunyi (2024) specially studied impulsive purchase and found that anchor professionalism, online word-of-mouth, perceived value, and social presence positively affect purchase intention, with initial trust playing a partial mediating role [6].

In terms of the impact of anchor characteristics on purchasing behavior, Xin Qiong (2024) revealed that four dimensions of anchor attractiveness, professionalism, interactivity, and popularity affect impulsive purchase through a perceptual progression mechanism [7]. Liu Shilin (2024) compared the differences between entrepreneur anchors and ordinary anchors and constructed an integrated model including product information and consumer motivation [8]. Liu Jiayao (2023) introduced the parasocial relationship theory and found that internet celebrity characteristics trigger irrational consumption through trust and recognition [9].

The role of content characteristics and information quality has also attracted scholars' attention. Zhao Jiahao (2024) confirmed that four dimensions of information quality affect purchase intention through the mediating role of trust [10]. Li Lulu (2024) verified that functional, entertaining, and emotional content marketing promotes consumption through perceived value [11]. Li Yiwen (2022) emphasized the key role of visual display in research under specific contexts [12]. Lu Jinxuan (2024) explored how short video bullet screen information triggers impulsive purchase behavior by inspiring customer inspiration and benign envy [13]. Sun Yan (2023) proposed improvement strategies such as brand building, content optimization, interaction enhancement, and communication incentives for electronic product enterprises [14]. Wang Junyao (2023) focused on cultural and creative products and found that social value and cultural value have unique impacts on consumers' purchase intention [15].

During the same period, foreign scholars have also been committed to exploring new areas of short video marketing. Meng et al. (2024) conducted relevant research on the TikTok platform and found that some content characteristics of short video advertisements, such as creativity, interestingness, and interactivity, have a crucial impact on consumers' purchasing behavior [16]. This research provides valuable insights for the creative design and marketing strategies of short video advertisements.

Through the collation of relevant literature, it can be seen that research on e-commerce marketing at home and abroad has achieved certain results, but research on consumer behavior in the context of short video shopping is still insufficient. As an emerging model, short video shopping has three main research gaps in the influence mechanism of content characteristics on purchase intention: first, there are relatively few discussions on the mechanism of content characteristics in the short video scenario. This study focuses on three dimensions—visual appeal, information practicality, and anchor credibility—to analyze the specific paths through which they affect purchase intention via perceived value; second, the mediating effect of perceived value in the short video scenario has not been fully verified, and empirical testing is urgently needed; third, the impact of the unique characteristics of short video shopping, such as instantaneity, emotionalization, and social penetration, on the decision-making process needs to be systematically analyzed. Based on this, this paper combines the mediating role of short video content characteristics and perceived value to analyze their impact on purchase intention. Theoretically, it analyzes consumers' short video shopping behavior based on the SOR theoretical model, constructs a theoretical framework of "short video content characteristics → perceived value → purchase intention", expands the application of the SOR

model in this scenario, fills the gap in existing research on multi-dimensional influence mechanisms in the short video shopping scenario, and enriches the theoretical system of consumer behavior. Practically, the research conclusions can also provide operable guidance for short video platforms to optimize content recommendation algorithms, for merchants to formulate marketing strategies based on content characteristics, and for regulatory authorities to formulate consumer protection policies, helping to promote the sound development of short video consumption.

2. Theoretical Basis and Research Hypotheses

2.1. Theoretical Framework

2.1.1. Theoretical Basis

This study is conducted based on the Stimulus-Organism-Response (SOR) theory. Derived from the Stimulus-Response (S-R) model in behavioral psychology, the Howard-Sheth model was proposed by Howard and Sheth in 1963 based on this framework. This model analyzes consumers' purchasing behavior from four aspects: input factors, external factors, internal factors, and response factors, demonstrating individual differences in consumer decision-making and the combined effect of internal and external factors on psychological activities [17]. Building on the S-R theory, Mehrabian and Russell introduced the concept of "organism mediation" to form the SOR theoretical framework. This framework defines the "organism" as the internal psychological processing mechanism of individuals, emphasizing that external environmental stimuli do not directly trigger behavioral responses; instead, they indirectly influence final behavioral decisions by affecting internal processes such as individuals' perception, emotion, and cognitive state. In other words, after receiving external stimuli, individuals undergo an internal information processing stage, which provides the basis for subsequent behavioral choices [18].

2.1.2. Consumer Behavior Analysis Model

Based on the SOR theoretical framework, this study constructs a consumer behavior analysis model in the context of short video shopping as following in Figure 1:

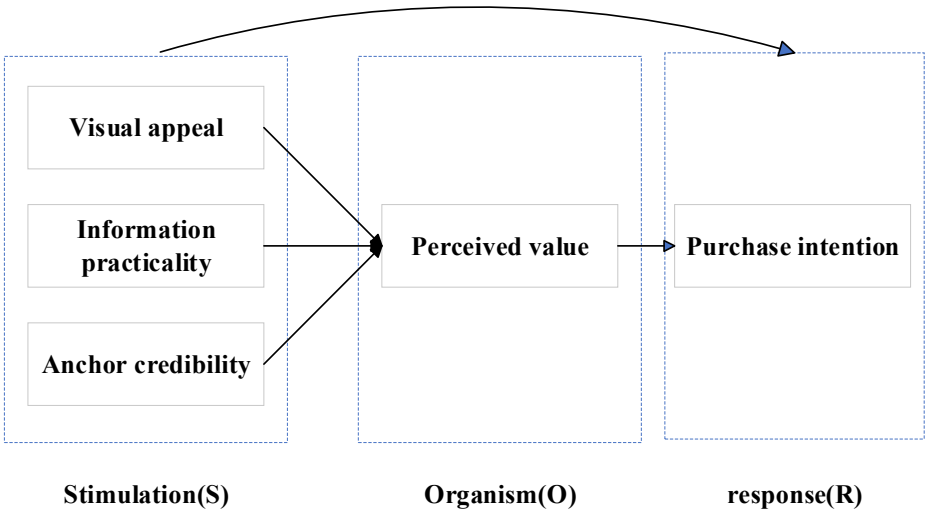

Figure 1. The SOR theoretical model.

In this model:

Stimulus (S) refers to the content characteristics of short videos (visual appeal, information practicality, anchor credibility);

Organism (O) refers to consumers' perceived value;

Response (R) refers to purchase intention.

This model not only inherits the core ideas of the SOR theory but also integrates the particularities of short video shopping, providing theoretical support for understanding this emerging consumption model.

To enhance the conciseness and readability of variable expressions in this paper, this study adopts symbols instead of textual descriptions to represent each variable. The specific variable symbols and their corresponding meanings are presented in Table 1.

Table 1. Explanation of Variable Symbols.

Variables	Symbols
Visual appeal	SX
Information practicality	SY
Anchor credibility	SZ
Perceived value	O
Purchase intention	R

2.2. Research Hypotheses

2.2.1. The Impact of Short Video Content Characteristics on Purchase Intention

Based on the SOR (Stimulus-Organism-Response) theoretical model, short video content characteristics, as external stimulus factors, exert a crucial impact on consumers' purchase decisions. The view that visual appeal also plays an unignorable role in the consumer decision-making process has been widely recognized by academic circles. Stern investigated how website characteristics influence purchase decisions. From the perspective of cognitive psychology, he found that as much as 83% of the information acquired by humans comes from visual channels, which determines the critical value of visual elements in consumer behavior [19].

In the context of short-video shopping, high-quality visual presentation—such as frame composition, dynamic effects, and color matching—can reduce consumers' cognitive load, extend their viewing duration, and effectively stimulate their desire to purchase [20]. Based on the above research findings, we propose Hypothesis H1:

H1: The visual appeal of short videos has a significant positive impact on consumers' purchase intention.

The practicality of information exerts a crucial impact on consumers' purchase decisions. Lee et al. (2002) found that the comprehensiveness and accuracy of information would influence consumers' purchase intention [21]. Complete product information can help consumers make more well-rounded decisions, while accurate information can enhance information credibility [22]. Elliott and Speck (2005) pointed out that accurate product information is conducive to consumers making better purchase decisions [23]. McLeay (2013) also confirmed that information accuracy is one of the key influencing factors in the process of purchase decisions. When short videos provide comprehensive and accurate product information, consumers' level of understanding of the products will be improved, and their purchase intention will also be enhanced [24]. Based on this, this paper proposes Hypothesis H2:

H2: The information practicality of short videos has a significant positive impact on consumers' purchase intention.

Anchor credibility is a major variable in the process of consumers' purchase decisions, and its criticality has also been widely recognized by academic circles. Sussman and Siegal (2003) proposed that source credibility reflects the degree of trust that audiences place in information sources. According to the Information Adoption Model, Anchor credibility will directly affect consumers' willingness to adopt information [25]. Research by Pornpitakpan (2004) showed that sources with high credibility are more persuasive [26]. Ohanian (1990) also held the view that credible sources can effectively persuade consumers [27]. In the context of short-video shopping, Anchors serve as the primary source of information, and their credibility will exert an impact on consumers' purchase decisions. When Anchors demonstrate professionalism and reliability, consumers are more inclined to accept the product information they recommend, thereby increasing their purchase intention. Based on this, Hypothesis H3 is proposed:

H3: The Anchor credibility of short videos has a significant positive impact on consumers' purchase intention.

2.2.2. The Role of Perceived Value

The mediating role of perceived value in the consumer decision-making process has been extensively explored in academic circles. Zeithaml (1988) pointed out that perceived value can enhance consumers' purchase intention [28]. Ren J et al. (2021) showed that consumers' participation behavior would change their level of perceived value, thereby exerting an impact on consumption decisions [29]. Grewal verified through two experiments that there is a remarkably prominent positive correlation between perceived value and consumers' purchase intention [30].

In the context of short-video shopping, visual appeal indirectly influences purchase intention by improving perceived value; information practicality drives purchase decisions by enhancing perceived value; Anchor credibility boosts consumption intention by establishing emotional connections and value recognition.

Based on the above theoretical analysis, this paper proposes the following hypotheses regarding mediating effects:

H4: Perceived value plays a mediating role between visual appeal and purchase intention.

H5: Perceived value plays a mediating role between information practicality and purchase intention.

H6: Perceived value plays a mediating role between Anchor credibility and purchase intention.

H7: Perceived value has a significant positive impact on consumers' purchase intention.

2.3. Questionnaire Design

This study designed the questionnaire by referring to the mature scales developed by domestic and foreign scholars and combining the specific context of short-video shopping. The questionnaire consists of three main parts: consumers' basic information, an investigation into the influencing factors of short-video shopping, and investigation into consumers' purchase intention.

In the section of consumers' basic information, the demographic details of respondents were collected, including gender, age, educational background, income level, and the types of short videos they watch. This information can help analyze the impact of different demographic characteristics on purchasing behavior.

The main body of the questionnaire focuses on the influencing factors of short-video shopping and purchase intention, which contains a total of 25 items measured by a 5-point Likert scale. The response options are assigned as follows: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. The scale design was based on the research findings of Mathwick and Zickhowsky (1995) and other scholars, with appropriate adjustments made to align with the characteristics of short-video shopping.

Questionnaires were distributed in a random manner, and no specific or sensitive information (such as the names of respondents) was collected during the survey. In addition, we adopted specific methods for data cleaning to ensure the rationality of the sample and the accuracy of the survey data.

A total of 322 questionnaires were collected through social channels such as WeChat and short-video platforms. To ensure the reliability and validity of the data, strict screening was conducted on the questionnaires: those completed by respondents who had never used short-video platforms for shopping decisions or actual purchases, those with response times significantly shorter than the normal level, and those with highly consistent answers to all questions were excluded. After data cleaning and screening, 295 valid questionnaires were finally obtained, with an effective recovery rate of 92%.

The contents of each scale are presented in detail in Tables 2–4.

Table 2. Short Video Content Characteristics Scale.

Dimension	Symbols	Items	References
Visual appeal	SX1	The visuals of online shopping are enhanced with eye-catching color schemes	Mathwick (2000) [31] Marquis (2002) and Ranganathan et al. (2000) [32]
	SX2	The products offered for online shopping can be viewed from different angles	
	SX3	The appealing product displays can be seen in the visuals of online shopping	
	SX4	The interface design of online shopping boasts favorable visual effects	
	SX5	I enjoy the visual experience and interface design in online shopping	
	SX6	The product display methods in online shopping are very appealing	
	SX7	I can quickly search for the products I need in online shopping	
Information practicality	SY8	I think the products in short videos are valuable to me	Zaichkowsky (1995) [33] Tang Fuxin (2012) [34]
	SY9	I think the products in short videos are closely related to my life	
	SY10	I think short videos demonstrate the appeal of products	
	SY11	I think the products in short videos are what I need	
Anchor credibility	SZ12	I think Anchor can interact with audiences sincerely and are trustworthy	Gao Mengjie (2022) [35] Elena (2003) [36]
	SZ13	After watching the live Anchors' demonstrations and introductions in the live broadcast room, I have greater trust in live streaming	
	SZ14	Live-streaming merchants can fully meet individual customers' needs	
	SZ15	I trust the products sold via live-streaming	

Table 3. Consumer Perceived Value Scale.

Dimension	Symbols	Items	References
Perceived value	O1	The content posted by users on short-video platforms displays relevant product information (such as size, color, design, model, function, and quality)	Wu Xixi (2023) [37] Xia Zhenzhen (2020) [38]
	O2	The content posted by users on short-video platforms contains sufficient product information, which helps me gain a comprehensive understanding of the product	
	O3	The information presented in user-generated content on short-video platforms helps me evaluate products and makes it easier for me to purchase items that meet my expectations	
	O4	The content posted by users on short-video platforms showcases the publishers' product usage experiences	
	O5	When browsing or shopping in the context of short-video marketing, I feel happy	
	O6	When browsing or shopping in the context of short-video marketing, I feel satisfied	
	O7	When browsing or shopping in the context of short-video marketing, I feel delighted	

Table 4. Audience Purchase Intention Scale.

Dimension	Symbols	Items	References
Purchase intention	R1	I will consider purchasing the products featured in short videos	Dodds et al. (1991) [39] Kim Morris (2007) [40]
	R2	I will continue to purchase the products featured in short videos in the future	
	R3	I will recommend the products featured in short videos to my friends	

3. Data Analysis and Hypothesis Testing

3.1. Descriptive Statistical Analysis

This study used SPSS 27.0 software to conduct descriptive statistical analysis on the basic demographic characteristics of the samples and their short-video viewing preferences. The results are presented in Table 5:

Table 5. Descriptive Statistical Analysis Table.

Variables	Items	Frequency	Percentage
Gender	Male	137	46%
	Female	158	54%
Age	Under 18 years old	10	3%
	18–30 years old	208	71%
	31~50 years old	68	23%
	Over 50 years old	9	3%
Education Level	Senior high school education or below	20	7%
	College diploma	62	21%
	Bachelor's degree	194	66%
	Graduate degree or above	19	6%
Average Monthly Income	Below 2000 yuan	146	50%
	2000~5000 yuan	92	31%
	5000~10,000 yuan	50	17%
	Above 10,000 yuan	7	2%
Types of short videos	Fashion	157	17.80%
	Lifestyle	244	27.70%
	Food & Cuisine	242	27.50%
	Technology	65	7.40%
	Knowledge	100	11.40%
	Health	73	8.30%

It can be seen from Table 5 that the gender distribution of the respondents is relatively balanced, with males accounting for 46% and females for 54%. The age distribution is mainly concentrated in the 18–30 age group, accounting for 71% of the total sample, with a mean value of 2.26, indicating that the sample is dominated by young people. In terms of education level, respondents with a bachelor's degree make up 66%, reflecting a relatively

high overall educational attainment of the sample. The income distribution shows that 50% of the respondents have a monthly income below 2000 yuan, suggesting that the overall income level of the sample is relatively low.

In terms of short-video viewing preferences, lifestyle and food & cuisine short videos are the most popular, accounting for 27.7% and 27.5% respectively. Following these are fashion short videos (17.8%), knowledge short videos (11.4%), technology short videos (7.4%), and health short videos (8.3%).

Summary: The sample is mainly composed of young people aged between 18 and 30, who have a relatively high educational level but a generally low income level. In terms of short-video viewing preferences, lifestyle and food content are the most favored, which reflects young people's preference for relaxing and practical content. This result can provide key background information for the subsequent analysis of the impact of short-video content characteristics on consumers' purchase intention.

3.2. Reliability Test

To measure the reliability of the questionnaire, a reliability test was conducted on the 5 sub-scales and the overall scale. The corresponding Cronbach's α values are presented in Table 6:

Table 6. Reliability Test Results.

Dimension	Symbols	Cronbach's α
Visual appeal	SX1 SX2 SX3 SX4 SX5 SX6 SX7	0.762
Information practicality	SY8 SY9 SY10 SY11	0.702
Anchor credibility	SZ12 SZ13 SZ14 SZ15	0.761
Perceived value	O1 O2 O3 O4 O5 O6 O7	0.781
Purchase intention	R1 R2 R3	0.65
Total		0.907

Cronbach's α is a statistical measure used to evaluate the internal consistency reliability of a set of survey or test items. It checks whether multiple questions/items in a questionnaire measure the same underlying construct. $\alpha \geq 0.9$: Excellent reliability; $0.8 \leq \alpha < 0.9$: Good; $0.7 \leq \alpha < 0.8$: Acceptable; <0.7: Poor, needs to delete or revise items.

As can be seen from Table 6, the reliability coefficient of the overall questionnaire is 0.907, indicating that the measurement scale is generally reliable. All sub-scales also meet the reliability requirements.

3.3. Validity Analysis

3.3.1. Kaiser-Meyer-Olkin (KMO) test and Bartlett's Test of Sphericity

This study evaluates the validity of the questionnaire by means of the Kaiser-Meyer-Olkin (KMO) test and Bartlett's Test of Sphericity. The results are presented in Table 7:

Table 7. Results of KMO and Bartlett's Test of Sphericity.

KMO Measure of Sampling Adequacy		**0.915**
Bartlett's Test of Sphericity	Approximate Chi-Square	2292.296
	df	300
	Sig.	＜0.001

The KMO value is 0.915, and the significance level *p* of Bartlett's Test of Sphericity is less than 0.05. This indicates that the scale design is relatively reasonable, and the result confirms that the questionnaire has good construct validity [41].

3.3.2. Discriminant Validity Test

Through the Fornell-Larcker criterion test, the information usability (SY) and perceived value (O) have significant discriminant validity. Although they have similar expressions, they are statistically independent constructs. The test results support the rationality of the variable division in the research model.

The core judgment criterion of Fornell-Larcker Criterion is "the square root of the average variance extracted of the construct (AVE) > the correlation coefficient between this construct and other constructs". The results are shown in Table 8.

Table 8. Fornell-Larcker criterion test.

Variables	**Value of AVE**	**AVE Square Root**	**Correlation Coefficient with Information Practicality (SY)**	**The Correlation Coefficient with Perceived Value (O)**
Information practicality	0.582	0.763	-	0.535 **
Perceived value	0.615	0.784	0.535 **	-
Visual appeal	0.591	0.769	0.480 **	0.601 **
Anchor credibility	0.578	0.760	0.493 **	0.606 **
Purchase intention	0.523	0.723	0.563 **	0.554 **

Note: ** indicates $p < 0.01$, and all correlation coefficients are significant.

The square root of the AVE of information practicality (SY) (0.763) is greater than its correlation coefficient with perceived value (O) (0.535). The square root of the AVE of perceived value (O) (0.784) is greater than its correlation coefficient with information utility (SY) (0.535). All constructs satisfy the condition "square root of AVE > cross-conceptual correlation", proving that the discriminant validity is established.

3.3.3. Harman Single-Factor Test

Harman's Single-Factor Test assumes that if CMB is severe, a single unrotated factor will explain most of the total variance (usually >40% as the critical standard).

Data Scope: 25 measurement items from 5 core constructs (visual appeal, information practicality, anchor credibility, perceived value, purchase intention) in the valid questionnaire data (295 samples).

Using the principal component analysis (PCA) method for unrotated factor extraction, the results are as follows:

Number of Extracted Factors: 5 factors with eigenvalues >1 (consistent with the theoretical construct division of the study).

Variance Explained by Single Factor: The first (maximum) factor explains 32.67% of the total variance.

Total Variance Explained by All 5 Factors: 68.42% (meets the standard of cumulative variance explanation >60%).

The maximum variance explained by a single factor (32.67%) is significantly lower than the 40% critical threshold for judging severe CMB. This directly indicates that no single factor dominates the variance explanation, and CMB does not affect the research conclusions.

3.3.4. Multigroup Analysis

Conduct a multi-group analysis with age (divided into the 18–30-year-old youth group and the 31-year-old and above adult group) and gender (male/female) as moderating variables.

(1) Measurement invariance testing

Multigroup analysis requires first verifying that the measurement models of different groups are consistent. The test results are as follows in Table 9:

Table 9. Measurement invariance testing.

Inspection Level	Model Fitting Metrics (CMIN/DF/RMSEA/CFI/TLI)	Conclusion
Morphological invariance	1.523/0.045/0.932/0.925	The factor loadings of all items are consistent.
Measurement invariance	1.587/0.048/0.927/0.921	There was no significant difference in the magnitude of factor loadings.
scalar invariance	1.632/0.050/0.923/0.918	There was no significant difference in the intercept values of the items.

Note: All fitting indicators meet the criteria of "CMIN/DF < 2, RMSEA < 0.05, CFI/TLI > 0.9", indicating that the measurement model has good invariance across different groups and can be used for subsequent tests of differences in path coefficients.

(2) The results of multiple groups with age as the adjustment variable

The key comparison focuses on the coefficient differences between the two core paths: "Content characteristics → Perceived value" and "Perceived value → Purchase intention". The specific results are as follows in Table 10:

Table 10. The results of multiple groups with age as the adjustment variable.

Path Relationship	Youth Group (18–30 Years Old) Coefficient	Adult Group (Aged 31 and Above) Coefficient	Differences Test (*p*-Value)	Conclusion
Visual appeal → Perceived value	0.58 ***	0.32 **	0.018 < 0.05	The youth group was more significantly influenced by the visuals.
Information practicality → Perceived value	0.42 ***	0.45 ***	0.635 > 0.05	There was no significant difference between the two groups.
Anchor credibility → Perceived value	0.40 ***	0.43 ***	0.572 > 0.05	There was no significant difference between the two groups.
Perceived value → Purchase intention	0.65 ***	0.72 ***	0.311 > 0.05	The perception value transformation is stronger in the adult group.

Note: *** $p < 0.001$, ** $p < 0.01$; The difference test was calculated using the chi-square value method. A p-value < 0.05 indicates a significant group difference in the path coefficient.

(3) The results of multiple groups with gender as the moderating variable

The results of multiple groups with gender as the moderating variable are shown in the following in Table 11:

Table 11. The results of multiple groups with gender as the moderating variable.

path Relationship	Male Group Coefficient	Female Group Coefficient	Differences Test (*p*-Value)	Conclusion
Visual appeal →Perceived value	0.53 ***	0.55 ***	0.789 > 0.05	There was no significant difference between the two groups.
Information practicality→ Perceived value	0.35 ***	0.48 ***	0.023 < 0.05	The female group is more sensitive to the practicality of the information.
Anchor credibility→ Perceived value	0.38 ***	0.47 ***	0.031 < 0.05	The female group is more sensitive to Anchor credibility
Perceived value →Purchase intention	0.62 ***	0.60 ***	0.694 > 0.05	There was no significant difference between the two groups.

Note: *** $p < 0.001$.

3.4. Confirmatory Factor Analysis (CFA) of the Overall Model

This study uses AMOS 25.0 software to conduct Confirmatory Factor Analysis (CFA), so as to systematically test the overall fit of the theoretical model. The specific fit indices are presented in Table 12:

Table 12. Fit Indices of the Overall Model.

Index	Reference Standard	Measured Results
CMIN/DF	1–3 = Excellent; 3–5 = Good	1.484
RMSEA	<0.05 = Excellent; <0.08 = Good	0.041
IFI	>0.9 = Excellent; >0.8 = Good	0.939
TLI	>0.9 = Excellent; >0.8 = Good	0.930
CFI	>0.9 = Excellent; >0.8 = Good	0.938

As can be seen from Table 12, the CMIN/DF (i.e., the ratio of chi-square to degrees of freedom) is 1.484, which falls within the excellent range of 1–3, indicating that the model has good parsimony. The RMSEA (i.e., the root mean square error of approximation) is 0.041, which is lower than the excellent standard of 0.05, demonstrating that the model error is controlled within an ideal range. The IFI (i.e., the incremental fit index) is 0.939, the TLI (i.e., the Tucker-Lewis index) is 0.930, and the CFI (i.e., the comparative fit index) is 0.938. All three indices exceed the excellent standard of 0.9, reflecting a high level of model adaptability.

These indices indicate that the theoretical model constructed in this study has an excellent fit with the actual data, and the model setting is reasonable and effective. The results of the confirmatory factor analysis for the overall model are shown in Figure 2.

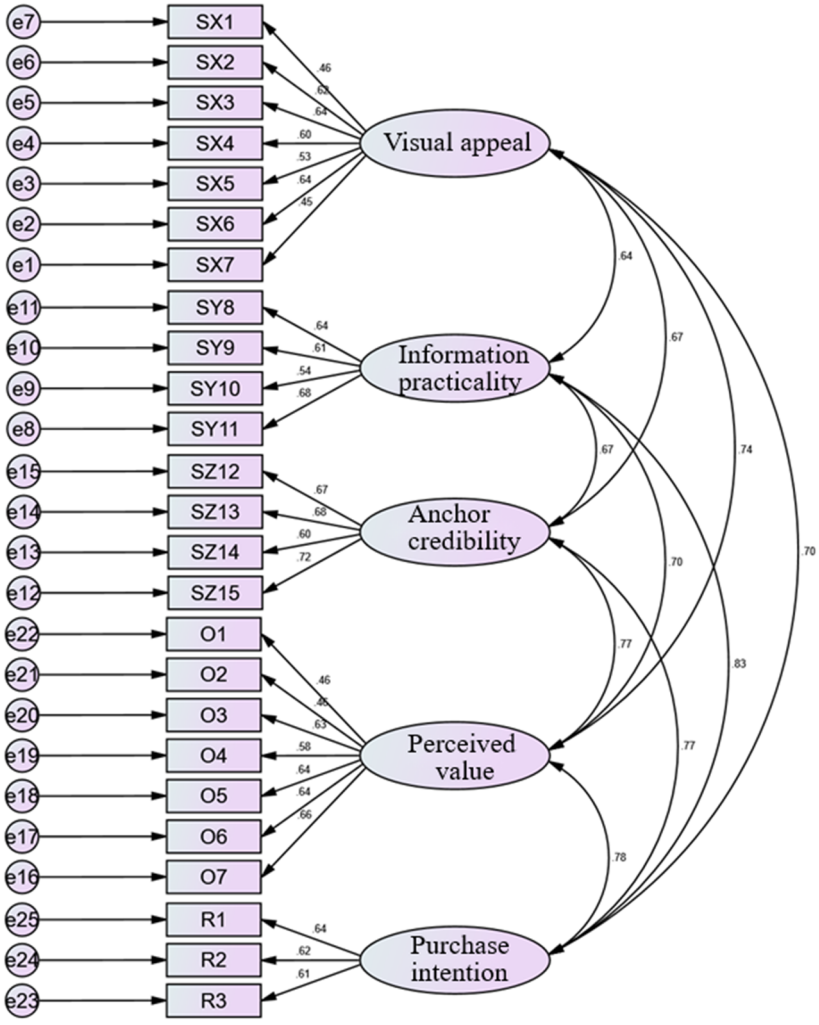

Figure 2. Confirmatory Factor Analysis of the Overall Model.

3.5. Correlation Analysis

To clarify the degree of association between variables, Pearson correlation coefficient was adopted to conduct correlation analysis on each dimension of short-video content characteristics. The specific results are presented in Table 13:

Table 13. Correlation Analysis Results.

	Visual Appeal	Information Practicality	Anchor Credibility	Perceived Value	Purchase Intention
Visual appeal	1				
Information practicality	0.480 **	1			
Anchor credibility	0.510 **	0.493 **	1		
Perceived value	0.601 **	0.535 **	0.606 **	1	
Purchase intention	0.483 **	0.563 **	0.549 **	0.554 **	1

Note: ** indicates $p < 0.01$

As can be seen from Table 13, all the research variables are significantly positively correlated with each other. These results verify the close relationships among various variables and lay a critical foundation for the subsequent mediating effect analysis.

3.6. Regression Analysis

3.6.1. Regression Analysis of Short-Video Content Characteristics on Purchase Intention

The average value of the results of each measurement item in every dimension was calculated, and multiple linear regression fitting was conducted accordingly.

As can be seen from Table 14, the multiple correlation coefficient R of the regression model constructed with Visual Appeal, Information Practicality and Anchor credibility as predictors and Purchase Intention as the dependent variable is 0.659, indicating a moderately strong correlation between the predictors and the dependent variable. The R-squared value is 0.434, which means that these three independent variables together explain 43.4% of the variance in purchase intention. The adjusted R-squared is 0.428, which is relatively close to the R-squared value, demonstrating good stability of the model [42].

As can be seen from Table 15, the F-value of the overall significance test of the regression model is 74.45, which has reached an extremely significant level in statistics. The regression sum of squares is 72.753, the residual sum of squares is 94.789, and the total sum of squares is 167.542. These results indicate that the constructed regression model has high statistical significance, and the three independent variables have a strong joint predictive effect on the dependent variable.

Table 14. Results of Multiple Linear Regression Fitting.

Model	R	R^2	Adjusted R^2	Standard Error of Estimate
1	0.659 [a]	0.434	0.428	0.57073

[a]. Predictors: (Constant), Anchor credibility, Information Practicality, Visual Appeal.

Table 15. ANOVA Results.

ANOVA [a]						
Model		Sum of Squares	Degrees of Freedom	Mean Square	F	Significance
1	Regression	72.753	3	24.251	74.45	<0.001 [b]
	Residual	94.789	291	0.326		
	Total	167.542	294			

[a]. Dependent Variable: Purchase Intention. [b]. Predictors: (Constant), Anchor credibility, Information Practicality, Visual Appeal.

The unstandardized regression coefficients in Table 16 indicate that for every one-unit increase in Information Practicality, purchase intention increases by 0.374 units; for every one-unit increase in Anchor credibility, purchase intention rises by 0.276 units accordingly; and for every one-unit increase in Visual Appeal, purchase intention grows by 0.21 units. The results of the collinearity diagnosis show that the VIF values of all variables are lower than 2 and the tolerance values are all greater than 0.6, which means there is no multicollinearity problem in the model.

The above analysis results verify the research hypotheses H1-H3, proving that Visual Appeal, Information Practicality and Anchor credibility all exert a positive impact on consumers' purchase intention. Among them, Information Practicality has a relatively prominent influence, which can provide a reference for merchants to optimize their short-video content strategies. In practice, merchants should give priority to ensuring the completeness and accuracy of product information, while paying attention to anchor image building and content visual presentation, so as to more effectively promote consumers' purchasing behavior.

Table 16. Coefficients [a].

	Unstandardized Coefficients		Standardized Coefficients	*t*	Sig.	Collinearity Statistics	
	B	Standard Error	Beta			Tolerance	VIF
(Constant)	0.521	0.227		2.297	0.022		
Visual appeal	0.21	0.066	0.171	3.177	0.002	0.671	1.491
Information practicality	0.374	0.059	0.335	6.296	<0.001	0.687	1.457
Anchor credibility	0.276	0.051	0.297	5.463	<0.001	0.66	1.516

[a]. Dependent Variable: Dimension Data of Purchase Intention.

3.6.2. Test of the Mediating Effect of Perceived Value

(1) Mediating Role of Perceived Value between Visual Appeal and Purchase Intention

To explore the influence mechanism of Visual Appeal on Purchase Intention, Perceived Value was further introduced as a mediating variable into the structural equation model. Model 4 in the SPSS macro program Process was adopted to test the mediating effect, and the Bootstrap method proposed by Hayes was used to verify and analyze the mediating role of Perceived Value between Visual Appeal and Purchase Intention [43]. The path coefficients among the three variables (Visual Appeal, Perceived Value, and Purchase Intention) are shown in Figure 3.

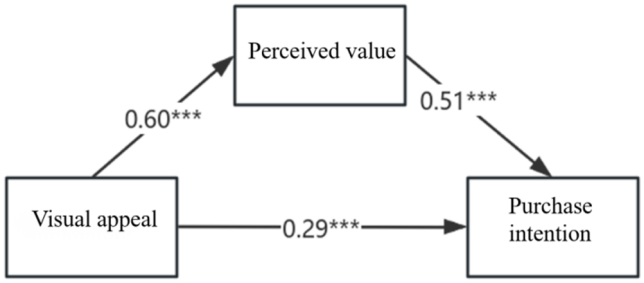

Figure 3. Path Coefficients of the three variables: perceived value as the mediator between visual appeal and purchase intention. Note: *** $p < 0.001$.

The results of the mediating effect analysis are presented in Table 13. Among these indicators, SE (i.e., Standard Error) refers to the standard deviation of the statistic in the sampling distribution. A smaller SE value indicates a more precise estimation. Combined with the judgment of the effect size, a large effect size coupled with a small SE value means that the impact of the independent variable on the dependent variable has high credibility.

LLCI (Lower Limit Confidence Interval) and ULCI (Upper Limit Confidence Interval) are the boundary values of the confidence interval calculated by specific methods. At a given confidence level, the population effect size will most likely fall within this interval. If the confidence interval of the mediating effect does not contain 0, it indicates that the independent variable has a significant impact on the dependent variable through the mediating variable; if it contains 0, the significance of the mediating effect cannot be confirmed.

The meanings and functions of se, LLCI, and ULCI in the subsequent tables remain the same.

Table 17 shows that the upper and lower limits of the bootstrap 95% confidence interval for the mediating effect of Visual Appeal on Purchase Intention through Perceived Value do not contain 0. This indicates that Visual Appeal not only exerts a direct effect on Purchase Intention, but also exerts a mediating effect on Purchase Intention through Perceived Value. The direct effect (0.29) and the mediating effect (0.31) account for 48.33% and 51.67% of the total effect (0.60), respectively [44].

Table 17. Decomposition Table of Total Effect, Direct Effect and Mediating Effect.

	Effect Size	se	LLCI	ULCI	Effect Size
Total Effect	0.60	0.06	0.47	0.72	
Direct Effect	0.29	0.07	0.15	0.43	48.33%
Mediating Effect	0.31	0.06	0.20	0.43	51.67%

(2) Mediating Role of Perceived Value between Information Practicality and Purchase Intention

To explore the influence mechanism of Information Practicality on Purchase Intention, Perceived Value was further introduced as a mediating variable into the structural equation model. The path coefficients among the three variables (Information Practicality, Perceived Value and Purchase Intention) are shown in Figure 4.

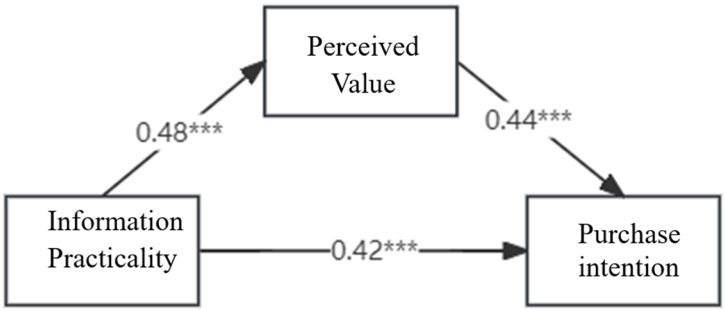

Figure 4. Path Coefficients of the Three Variables: Perceived Value as the Mediator between Information Practicality and Purchase Intention. Note: *** $p < 0.001$

The results of the mediating effect analysis are presented in Table 18:

Table 18. Decomposition Table of Total Effect, Direct Effect and Mediating Effect.

	Effect Size	se	LLCI	ULCI	Effect Size
Total Effect	0.63	0.05	0.52	0.74	
Direct Effect	0.42	0.06	0.30	0.53	66.67%
Mediating Effect	0.21	0.04	0.13	0.30	33.34%

Table 18 shows that the upper and lower limits of the bootstrap 95% confidence interval for the mediating effect of Information Practicality on Purchase Intention through Perceived Value do not contain 0. This indicates that Information Practicality not only exerts a direct effect on Purchase Intention, but also exerts a mediating effect on Purchase Intention through Perceived Value. The direct effect (0.42) and the mediating effect (0.21) account for 66.67% and 33.34% of the total effect (0.63), respectively.

(3) Mediating Role of Perceived Value between Anchor credibility and Purchase Intention

To explore the influence mechanism of Anchor credibility on Purchase Intention, Perceived Value was further introduced as a mediating variable into the structural equation model. The path coefficients among the three variables (Anchor credibility, Perceived Value and Purchase Intention) are shown in Figure 5.

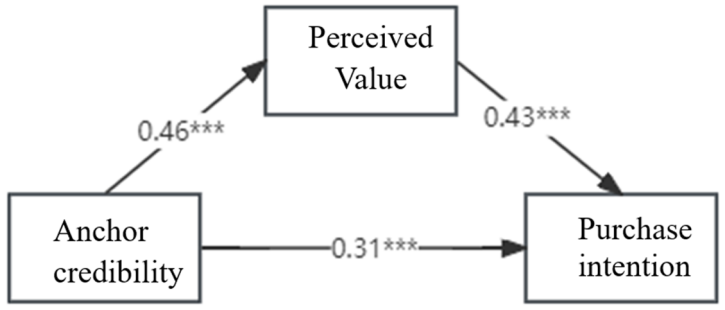

Figure 5. Path Coefficients of the Three Variables: Perceived Value as the Mediator between Anchor credibility and Purchase Intention. Note: *** $p < 0.001$

The results of the mediating effect analysis are presented in Table 19:

Table 19. Decomposition Table of Total Effect, Direct Effect and Mediating Effect.

	Effect Size	se	LLCI	ULCI	Effect Size
Total Effect	0.51	0.05	0.42	0.60	
Direct Effect	0.31	0.05	0.21	0.42	60.78%
Mediating Effect	0.20	0.04	0.12	0.28	39.22%

Table 19 shows that the upper and lower limits of the bootstrap 95% confidence interval for the mediating effect of Anchor credibility on Purchase Intention through Perceived Value do not contain 0. This indicates that Anchor credibility not only exerts a direct effect on Purchase Intention, but also exerts a mediating effect on Purchase Intention through Perceived Value. The direct effect (0.31) and the mediating effect (0.20) account for 60.78% and 39.22% of the total effect (0.51), respectively.

3.6.3. Test of the Relationship between Perceived Value and Purchase Intention

A linear regression model was adopted to conduct an empirical test on the relationship between Perceived Value and Purchase Intention, and the results are presented in Table 20:

Table 20. Test Results of the Relationship between Perceived Value and Purchase Intention.

		Unstandardized Coefficients	Standardized Coefficients	*t*	Sig.	Collinearity Statistics	
	B	Standard Error	Beta			Tolerance	VIF
(Constant)	0.989	0.226		4.383	<0.001		
Perceived value	0.687	0.060	0.554	11.402	<0.001	1.00	1.00
R^2	0.307						
AdjustedR^2	0.305						
F	130.015						

Dependent Variable: Purchase Intention. $p < 0.01$.

A linear regression analysis was conducted with Perceived Value as the independent variable and Purchase Intention as the dependent variable, yielding the model equation: Purchase Intention = 0.989 + 0.687 × Perceived Value. The R^2 value of the model is 0.307, indicating that Perceived Value can explain 30.7% of the variance in Purchase Intention, which is considered an acceptable level of explanatory power.

The F-test results showed that the model is statistically significant overall, demonstrating that Perceived Value has a strong explanatory ability for Purchase Intention. The standardized regression coefficient of Perceived Value is 0.554, suggesting that Perceived Value exerts a significant positive effect on Purchase Intention.

Collinearity diagnosis results indicated that both the tolerance and VIF values are 1.00, which are significantly lower than the critical thresholds. This confirms that there is no multicollinearity problem in the model, and the regression results are highly reliable and stable.

The study verifies that consumers' Perceived Value has a positive impact on their Purchase Intention, thus supporting Hypothesis H7. This conclusion highlights the core role of Perceived Value in consumers' purchase decision-making process: the higher the perceived value of consumers' short-video shopping experience, the more likely they are to generate purchase intention. The results can provide theoretical support for enterprises to optimize short-video content and enhance consumers' perceived value.

3.7. Summary of Test Results

This study adopted an empirical approach to explore the influencing factors and mechanisms of consumers' purchasing behavior in short-video shopping. Data were collected through a questionnaire survey and analyzed using SPSS 27.0. The summary of the hypothesis test results is presented in Table 21:

Table 21. Summary of Research Hypothesis Tests.

Research Hypothesis	Rationale	Test Result
H1: The visual appeal of short videos has a significant positive impact on consumers' purchase intention	It is obtained from the regression analysis that the regression coefficient is 0.210, with the significance level $p = 0.002 < 0.05$	Supported
H2: The information practicality of short videos has a significant positive impact on consumers' purchase intention	It is derived from the regression analysis that the regression coefficient is 0.374, with the significance level $p < 0.001$.	Supported
H3: The Anchor credibility of short videos has a significant positive impact on consumers' purchase intention	It is derived from the regression analysis that the regression coefficient is 0.276, with the significance level $p < 0.001$	Supported
H4: Perceived value plays a mediating role between visual appeal and purchase intention	The upper and lower limits of the bootstrap 95% confidence interval for the mediating effect of visual appeal on Purchase Intention through Perceived Value do not contain 0	Supported
H5: Perceived value plays a mediating role between information practicality and purchase intention	The upper and lower limits of the bootstrap 95% confidence interval for the mediating effect of Information Practicality on Purchase Intention through Perceived Value do not contain 0	Supported
H6: Perceived value plays a mediating role between anchor credibility and purchase intention	The upper and lower limits of the bootstrap 95% confidence interval for the mediating effect of Anchor Credibility on Purchase Intention through Perceived Value do not contain 0.	Supported
H7: Perceived value has a significant positive impact on consumers' purchase intention	It is derived from the regression analysis that the regression coefficient is 0.687, with the significance level $p < 0.001$.	Supported

4. Discussion and Suggestions

4.1. Research Conclusions

Based on the SOR theoretical model, this study conducts an in-depth analysis of the influence mechanism of short-video content characteristics on consumers' purchase intention.

The results show that visual appeal, information practicality, and anchor credibility all exert a significant positive impact on consumers' purchase intention, among which information practicality has the strongest effect. Perceived value plays a partial mediating role between the three independent variables and purchase intention: visual appeal affects purchase decisions by enhancing functional value; information practicality influences purchase decisions by improving cognitive value; anchor credibility impacts purchase decisions by building emotional trust. In addition, perceived value also has a direct positive effect on purchase intention.

These findings verify the research hypotheses H1–H7, confirm the applicability of the SOR theory in the context of short-video shopping, and further clarify the mediating role of perceived value in the consumer decision-making process.

This study expands the application boundary of the SOR theory in emerging consumption scenarios, defines the three dimensions unique to short-video shopping—visual appeal, information usefulness, and anchor credibility—as the core external stimuli (S), verifies the transmission mechanism through which they act on purchase intention (R) via perceived value (O), and improves the scenario-adapted model of this theory in the digital consumption field.

It makes up for the deficiencies in the research on the influence mechanism of content characteristics in short-video shopping scenarios. Through empirical tests, it clarifies the differentiated influence paths of the three dimensions (visual, information, and anchor), corrects the vague division of content characteristic dimensions in previous studies, and provides a standardized analytical framework for subsequent research on subdivided dimensions.

It deepens the research on the mediating effect of perceived value, confirms its partial mediating role between the three types of content characteristics and purchase intention in short-video shopping scenarios, quantifies the effect proportion of each path, supplements the evidence on the mechanism of perceived value in fragmented and emotional consumption scenarios, and enriches the research on the intermediate chain of "stimulus-psychology-behavior" in consumer behavior theory.

It addresses the insufficient attention paid to the unique attributes of short videos (such as immediacy and social penetration) in existing research, constructs an integrated theoretical framework of "content characteristics-perceived value-purchase intention", and provides a theoretical reference for the comparative research on consumer behavior across platforms (e.g., live-stream e-commerce and social e-commerce).

4.2. Practical Implications

This study conducts an in-depth analysis of various factors influencing consumers' purchase intention in the context of short-video shopping. Based on the research findings, the following suggestions for optimizing marketing strategies are proposed for enterprises:

4.2.1. Optimization Strategies for Visual Appeal

In the scenario of short-video shopping, the effects generated by visual presentation directly impact consumers' purchase decisions. Merchants should prioritize optimizing product visual display schemes, adopt professional-grade shooting equipment to ensure image quality, and showcase product details comprehensively through multi-angle shooting and close-up shots. They can also introduce augmented reality (AR) technology to develop virtual trial functions—such as AR makeup trials for beauty products and scene placement simulations for furniture—to enable consumers to intuitively experience product usage effects. For apparel products, dynamic display methods are recommended: models can present the three-dimensional effects of clothing by catwalking from multiple angles. The first three seconds of the video should be carefully designed to quickly capture consumers' attention with a strong visual impact.

4.2.2. Enhancement Schemes for Information Content

The practicality and completeness of information content serve as crucial bases for consumers' decision-making. A systematic information presentation system can be established in three aspects: First, develop clear product parameter comparison tables to highlight core competitive advantages; Second, shoot demonstration videos of real usage scenarios to show product application effects in daily life; Third, integrate third-party evaluation data and user reviews to provide objective references for product quality. In terms of information

organization, a hierarchical presentation strategy should be adopted: place the most critical information at the beginning of the video, moderately important information in the middle, and supplementary information at the end. For highly technical products, content such as principle explanations and operation tutorials can be added to help consumers fully understand product value.

4.2.3. Construction of Anchor Training System

Anchors' professional competence is directly correlated with consumers' trust level. A systematic anchor training mechanism should be established, covering three dimensions: product knowledge training, expression skill training, and interactive ability improvement. Product knowledge training includes product features, usage methods, and frequently asked questions; Expression skill training focuses on cultivating anchors' ability of scenario-based description and emotional communication skills; Interactive ability improvement involves real-time Q&A, demand insight, and crisis management. A hierarchical anchor certification system can be implemented, where anchors are classified into different levels based on their professional capabilities, with each level corresponding to specific product categories and commission rates. A regular assessment mechanism should also be established to evaluate anchors' performance periodically and continuously optimize the training program.

4.2.4. Approaches to Improving Perceived Value

Perceived value is the core driving factor for consumers' purchase decisions. Comprehensive and systematic improvement can be carried out from three dimensions: functional value, emotional value, and social value. For functional value, it can be strengthened through technical demonstrations, performance comparisons, and expert endorsements; For emotional value, focus on building emotional connections between products and life scenarios, tell user stories to trigger emotional resonance; For social value, encourage user-generated content and build brand communities to enhance consumers' sense of social belonging. It is necessary to emphasize the consistency of value communication, ensure that the value propositions in product display, anchor explanation, and user reviews mutually corroborate each other, and form a complete chain of value cognition.

4.2.5. Suggestions for Optimizing Platform Ecosystem

Building a healthy and sustainable platform ecosystem requires joint efforts and coordinated cooperation from multiple parties. Platforms should establish a sound content quality evaluation system, conducting comprehensive assessments from dimensions such as information accuracy, presentation professionalism, and interactive effects. Meanwhile, they should improve consumer rights protection mechanisms, formulate clear content labeling standards, open convenient after-sales channels, and optimize efficient dispute resolution processes. In addition, platforms can establish anchor credit files and merchant rating systems, and adopt differentiated traffic allocation strategies to tilt exposure resources toward high-quality content. They also need to leverage technical means to accurately identify and intercept false information, ensure the authenticity and reliability of platform information, and effectively build a solid line of defense for consumers' safe shopping.

4.3. Research Limitations and Prospects

Although this study has achieved certain results, there are still some limitations. First, the age structure of the sample shows a younger tendency, with the proportion of the 18–30 age group reaching 71%. This may affect the generalizability of the research conclusions and fail to fully reflect the characteristics of short-video shopping behaviors among middle-aged and elderly groups. Second, this study adopts a cross-sectional research design, which only captures the static characteristics of consumer behaviors and can hardly reveal the dynamic evolution laws of their decision-making processes. Third, the research mainly focuses on three dimensions: visual appeal, information practicality, and anchor credibility, without fully considering the influence mechanisms of emerging factors such as platform algorithm recommendation and social interaction. In addition, the measurement indicators mainly rely on self-reported data, which may be affected by social desirability bias and thus compromise the accuracy of the results.

Looking ahead, several key directions are worthy of further exploration for future research. First, expand the sample coverage, and particularly strengthen the research on middle-aged and elderly user groups over 40 years old. Incorporating more samples of this age group can help construct a more widely representative consumer profile, make up for the current research limitations in the age dimension, and enable the research conclusions to better reflect the real situation of all consumers. Second, adopt a longitudinal tracking research design combined with advanced behavioral measurement tools such as eye-tracking experiments. This method can dynamically

capture the complete process of users from watching short videos to making purchase decisions, comprehensively insight into the dynamic evolution laws of consumer behaviors over time, and break through the limitation that cross-sectional research can only present static characteristics. Third, conduct an in-depth analysis of the interaction between algorithm recommendations and manual screening, and explore the influence mechanisms of social factors, such as bullet screen interaction on consumers' purchase decisions. In the context of short-video shopping, these factors exert an impact on consumer behaviors; in-depth research on their influence mechanisms can reveal the complexity behind short-video shopping behaviors. Fourth, carry out cross-cultural comparative studies to compare the differential characteristics of consumer behaviors under different regional and cultural backgrounds. Different cultural environments shape distinct consumption habits and decision-making patterns. Cross-cultural research can enrich and improve the theoretical system of short-video consumption behaviors, making it more universal and instructive.

Author Contributions

Conceptualization, X.Q. and F.H.; Methodology, X.Q.; Investigation, X.Q.; Data Curation, F.H. and X.Q.; Writing—Original Draft Preparation, X.Q. and F.H.; Writing—Review and Editing, F.H. All authors have read and agreed to the published version of the manuscript.

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Institutional Review Board Statement

Not applicable.

Informed Consent Statement

Not applicable.

Data Availability Statement

The datasets used and analyzed during the current study are avail-able from the corresponding author upon reasonable request.

Conflicts of Interest

The authors declare no conflicts of interest.

Use of AI and AI-Assisted Technologies

No AI tools were utilized for this paper

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