

Influence of Short-Form Video Content Marketing on Consumers' Purchase Intention: An S-O-R Framework Approach

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Abstract: *Purpose:* The rapid spread of short-form video platforms has reshaped digital content marketing strategies, emphasizing brief, engaging, and value-driven communication. This study examines how informative, entertainment, and persuasive content in short-form video marketing influence consumers' purchase intention through perceived value and perceived risk, drawing upon the stimulus–organism–response (S–O–R) framework. *Design/methodology/approach:* A conceptual model grounded in established theories and prior literature was developed, positioning content characteristics as stimuli, perceived value and perceived risk as organismic states, and purchase intention as the response. Data were collected from 371 consumers who engage with short-form video content for online shopping purposes through a structured self-administered questionnaire. Structural Equation Modeling (SEM) was employed to validate the proposed model and test the hypothesized relationships. *Findings:* The results reveal that entertainment content has the strongest positive effect on perceived value, followed by persuasive and informative content. Informative and entertainment content significantly enhance purchase intention, while persuasive content influences purchase intention indirectly through perceived value. Entertainment content significantly reduces perceived risk, whereas perceived risk does not exert a direct influence on purchase intention. Overall, perceived value emerges as the primary mechanism driving consumer purchase intention in short-form video content marketing. *Originality:* This study extends content marketing literature by simultaneously examining perceived value and perceived risk within a short-form video context using the S–O–R framework. The findings offer theoretical insights into consumer response mechanisms and provide practical guidance for marketers designing effective short-form video content strategies.

Keywords: Short-form video content marketing; S–O–R model; perceived value; perceived risk; purchase intention.

INTRODUCTION

With the rapid expansion of mobile internet, short videos have emerged as a dominant medium for everyday entertainment. Recognizing this shift, many businesses and brands have incorporated short videos into their content marketing strategies. However, the outcomes of these efforts often fall short of expectations. This highlights the pressing need to investigate the underlying mechanisms through which short-video content marketing influences consumer behavior and drives consumption.

THEORETICAL BACKGROUND AND HYPOTHESIS DEVELOPMENT

2.1 Theoretic Model of SOR

Mehrabian and Russell in 1974 is the one proposed a theory of SOR it known as “Stimulate Organism Response”. Mehrabian and Russell (1974) state that individuals are stimulated by the subjective and active stimuli, not by submissive or perfunctory. Therefore, individuals keenly process information effectively, which resulted in individual reactions.

2.2 Elaboration Likelihood Model

An Individual attitude is indicated by two persuasions ways

namely, central routes and edge clue route which was indicted in Elaboration Likelihood model by Cacioppa & Petty (1984). Customers' attitudes are mostly altered through a central pathway when the likelihood of fine processing is high; that is, they precisely gather and consider information, develop a great deal of logical thought, and analyse it. Customers' views are mostly influenced by edge clues when there is slight chance of adequate processing; that is, they do not thoroughly gather and consider information and do not create a great deal of logical thought about it. Emotional and other relating factors are the main cause of attitudinal changes in consumer.

2.3 Content Marketing

The clear definition of content marketing is proposed by Pulizzi and Barrett (2009) they are its aims to attract and retain the customer by creating and distributing the educational content through eye-catching way. From Holliman and Rowley (2014) they state to have desire outcome for the enterprise, they have to engage the customers with timely and relevant content with appropriate point, which leads to increase the purchase behavior among the customers. Successively Barbosa, B., Saura, J. R. (2023) discuss content marketing is the

fundamental for digital marketing, it has to be developed correctly in an ethical way for successful business.

2.4 Informative Content and Consumer Perceived Value

Informative content in content marketing provides consumers with useful, relevant, and decision-aiding information that supports rational evaluation of products and services. Schultz (2016) notes that informational brand content fulfils consumers' utilitarian needs by reducing uncertainty and improving decision quality. Hollebeek and Macky (2019) further suggest that consumers motivated by utilitarian goals actively engage with informational content to derive functional benefits. In short-form video marketing, concise and clearly presented informational cues enhance consumers' perceived value by enabling efficient information processing within limited exposure time.

H1: Informative content is positively related to consumers' perceived value.

2.5 Entertainment Content and Consumer Perceived Value

Entertainment content emphasizes enjoyment, emotional appeal, and engagement, contributing to consumers' hedonic evaluation of marketing messages. Hollebeek and Macky (2019) argue that hedonic motivation drives consumers to interact with entertaining content, leading to positive affective responses. Vaishnavi and Justus (2020) report that emotionally engaging content increases satisfaction and favorable consumption outcomes. In short-form video environments, entertaining content captures attention quickly and enhances experiential value, thereby increasing consumers' perceived value of the promoted offering.

H2: Entertainment content is positively related to consumers' perceived value.

2.6 Persuasive Content and Consumer Perceived Value

Persuasive content combines informational arguments and emotional appeals to influence consumer evaluations. Sheng and Hu (2022) highlight that persuasive digital content enhances perceived value by improving message credibility and emotional resonance. Rodrigues and Barbosa (2024) further indicate that persuasive content reflecting expertise and authenticity strengthens consumers' confidence in the brand. Within short-form video marketing, persuasive cues embedded in concise formats facilitate heuristic processing and elevate perceived value.

H3: Persuasive content is positively related to consumers' perceived value.

2.7 Informative Content and Consumer Perceived Risk

Informative content plays a key role in shaping consumers' risk perceptions by influencing clarity and understanding of product-related information. Soto-Acosta et al. (2014) suggest that excessive or poorly structured information may increase perceived risk by creating confusion, despite

providing abundant content. Jiang et al. (2021) emphasize that information quality—clarity, relevance, and usefulness—is essential in reducing uncertainty. In short-form video contexts, when informational content is compressed or ambiguous, it may inadvertently elevate perceived risk due to limited elaboration.

H4: Informative content is positively related to consumers' perceived risk.

2.8 Entertainment Content and Consumer Perceived Risk

Entertainment content can reduce perceived risk by fostering familiarity and positive affect toward the brand. Lim and Ting (2012) note that entertaining digital interfaces positively influence consumer attitudes in online environments. Zamzuri et al. (2018) further argue that entertaining content on social media platforms encourages online shopping by increasing comfort and engagement. In short-form video marketing, entertainment content may lower perceived risk by enhancing trust and reducing psychological distance between consumers and brands.

H5: Entertainment content is negatively related to consumers' perceived risk.

2.9 Persuasive Content and Consumer Perceived Risk

Persuasive content influences perceived risk by shaping consumers' trust and confidence in marketing messages. Yazgan Pektas and Hassan (2020) emphasize that honest and credible persuasive communication reduces perceived risk by strengthening brand image and reliability. Conversely, Justus et al. (2016) argue that biased or exaggerated persuasive content increases perceived risk by generating uncertainty and skepticism. In short-form video environments, persuasive content that lacks transparency may heighten perceived risk, whereas credible persuasion can mitigate it.

H6: Persuasive content is negatively related to consumers' perceived risk.

2.10 Informative Content and Consumer Purchase Intention

Informative content supports consumers' purchase intention by enabling rational evaluation and informed decision-making. Pulizzi (2012) argues that valuable and relevant content fosters positive behavioral responses toward brands. Tran (2022) finds that informational cues in digital and live-commerce contexts enhance consumers' confidence and willingness to purchase. In short-form video marketing, well-structured informational content can stimulate purchase intention despite limited exposure time.

H7: Informative content is positively related to consumers' purchase intention.

2.11 Entertainment Content and Consumer Purchase Intention

Entertainment content attracts attention and stimulates positive emotional responses, which can translate into purchase intention. Lin et al. (2014) show that

entertainment value in mobile advertising positively influences consumer attitudes. Tan and Chen (2022) further demonstrate that entertaining digital content enhances engagement and participation in marketing activities. In short-form video platforms, entertaining content encourages favorable attitudes and increases consumers' willingness to purchase promoted products.

H8: Entertainment content is positively related to consumers' purchase intention.

2.12 Persuasive Content and Consumer Purchase Intention

Persuasive content is a critical element of content marketing that shapes consumer purchase intention, particularly in digital and short-form video environments. Drawing from Aristotle's persuasion framework, persuasive content influences consumers through logical arguments, emotional appeals, and source credibility. Sheng and Hu (2022) demonstrate that persuasive content integrating two-sided arguments and emotional appeals enhances purchase intention by increasing message credibility and perceived value. Likewise, Rodrigues and Barbosa (2024) argue that persuasive content reflecting the expertise and authenticity of the content provider strengthens consumer confidence and encourages purchasing decisions. In short-form video contexts, persuasive cues embedded within concise and visually engaging formats facilitate heuristic processing, enabling consumers to form favorable purchase intentions with limited cognitive effort.

H9: Persuasive content is positively related to consumers' purchase intention.

2.13 Perceived Value and Consumer Purchase Intention

Perceived value reflects consumers' overall evaluation of the benefits obtained from marketing content and is a strong predictor of purchase intention. Lou et al. (2019) report that higher perceived value leads to stronger purchase intention in digital content environments. Tran (2022) further demonstrates that perceived value acts as a key driver of purchase intention in online and short-video commerce contexts.

H10: Perceived value is positively related to consumers' purchase intention.

2.14 Perceived Risk and Consumer Purchase Intention

Perceived risk refers to consumers' uncertainty regarding

potential negative outcomes associated with a purchase and is a key inhibitor of purchase intention in digital environments. Justus et al. (2016) describe perceived risk as ambiguity arising from consumers' inability to accurately predict purchase outcomes, which often results in hesitation. Yazgan Pektas and Hassan (2020) further highlight that exaggerated or unreliable persuasive content increases perceived risk by weakening trust in digital platforms. Recent studies consistently report a negative relationship between perceived risk and purchase intention, as heightened uncertainty reduces consumers' confidence and willingness to buy in online contexts. In short-form video marketing, limited information and rapid content consumption may further amplify perceived risk, thereby discouraging purchase decisions.

H11: Perceived risk is negatively related to consumers' purchase intention.

RESEARCH METHODS

3.1 Questionnaire Design and Measurement

This study employed a structured questionnaire survey to examine the influence of short-form video content marketing on consumers' purchase intention. The questionnaire items were adapted from well-established measurement scales used in prior studies, with minor contextual modifications to suit the short-form video marketing environment. All constructs were measured using multiple items assessed on a five-point Likert scale ranging from "strongly disagree" to "strongly agree." Short-form video content marketing was operationalized through three dimensions: informative content, entertainment content, and persuasive content. Measurement items for these dimensions were adapted from Pham and Avnet (2004), Edwards, Li, and Lee (2002), and Walters et al. (2012). Perceived value was measured using items adapted from Sweeney (2001), while perceived risk was measured based on scales developed by Tan (1999) and Pires, Stanton, and Eckford (2004). Purchase intention was measured using items adapted from Lepkowska-White, Brashear, and Weinberger (2003).

The questionnaire was designed to capture consumers' perceptions of short-form video content primarily viewed on YouTube Shorts and related short-video-enabled social media platforms. Instagram-based short video content was intentionally excluded from the study scope to maintain platform consistency.

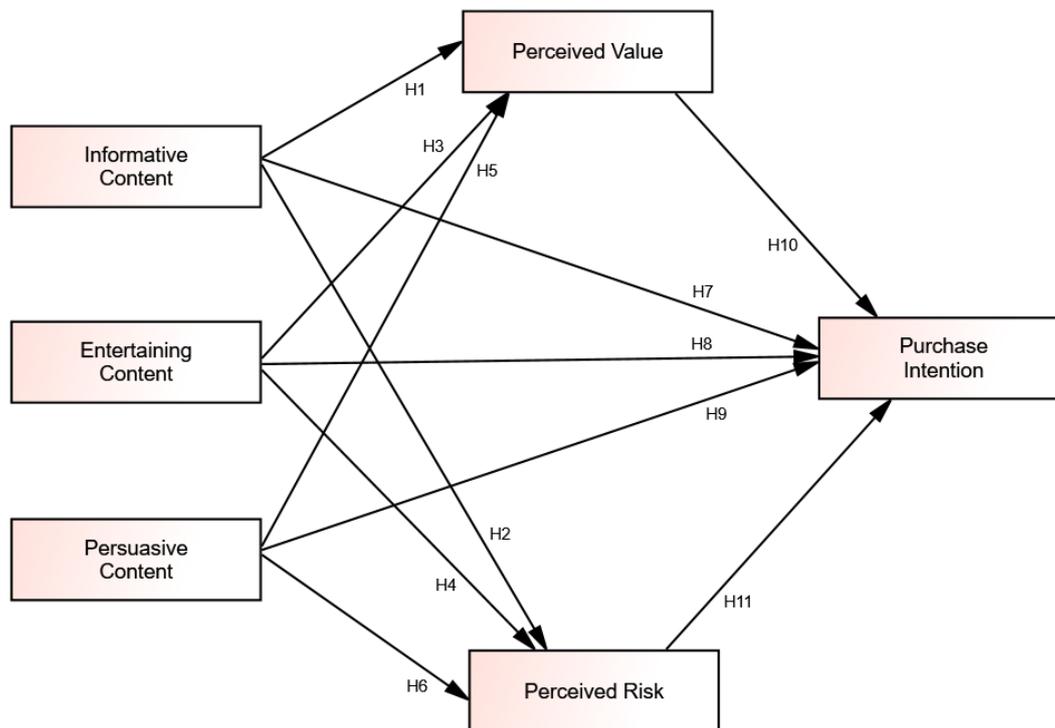
3.2 Data Collection and Analysis

Data were collected through an offline survey method from consumers who regularly view short-form video content and use such content for online shopping-related decisions. A total of 390 questionnaires were distributed, of which 371 valid responses were retained for analysis, resulting in a usable response rate of 95.12%. The collected data were analysed using SPSS 23.0 and AMOS 26.0. Preliminary analyses included data screening and descriptive statistics. Confirmatory Factor Analysis (CFA) was conducted to assess the reliability and validity of the measurement model. Structural Equation Modeling (SEM) was subsequently employed to test the proposed hypotheses and examine the structural relationships among content dimensions, perceived value, perceived risk, and purchase intention.

The research background was adapted from Liu and Wang (2023), which examined the influence of informative and entertainment content on perceived value and purchase intention. Extending this model, the present study incorporates

persuasive content and perceived risk as additional constructs to provide a more comprehensive understanding of consumer responses to short-form video content marketing. The proposed research model is presented in Figure 1.

Picture: 1 Conceptual Model of Short Video Advertisement in Purchase Intention



4. Research Methods

4.1 Questionnaire design and measurements

This research was coxswained through an online questionnaire survey. The measurement questionnaire in this article will refer to the established scale of research variable measurement, and make reasonable adjustments to the scale based in the research need, ethnics necessities are the actual state. The independent variable short video content marketing was distributed in two scopes: informative content, entertainment content, persuasive content these three measurements: The three dimensions used in the study refer to Pham and Avnet (2004), Edwards, Li, and Lee (2002), Walters et al. (2012). The measurement of perceived value and perceived risk is adjusted and refer to (Sweeney 2001), (Tan, S. J. 1999 & Pires, G.; Stanton, J. & Eckford, A. 2004) and the measurement of purchase intention is from (Lepkowska-White, Brashear, and Weinberger 2003)

Table 1: Confirmatory Factor Analysis – Validity and Reliability Assessment

	CR	AVE	MSV	PR	IC	PI	PV	EC	PC
PR	0.954	0.874	0.069	0.935					
IC	0.907	0.765	0.235	-0.131	0.875				
PI	0.920	0.743	0.432	-0.144	0.482	0.862			
PV	0.940	0.796	0.432	-0.157	0.393	0.657	0.892		
EC	0.903	0.756	0.333	-0.262	0.411	0.568	0.577	0.870	
PC	0.880	0.552	0.238	-0.236	0.485	0.394	0.471	0.488	0.743

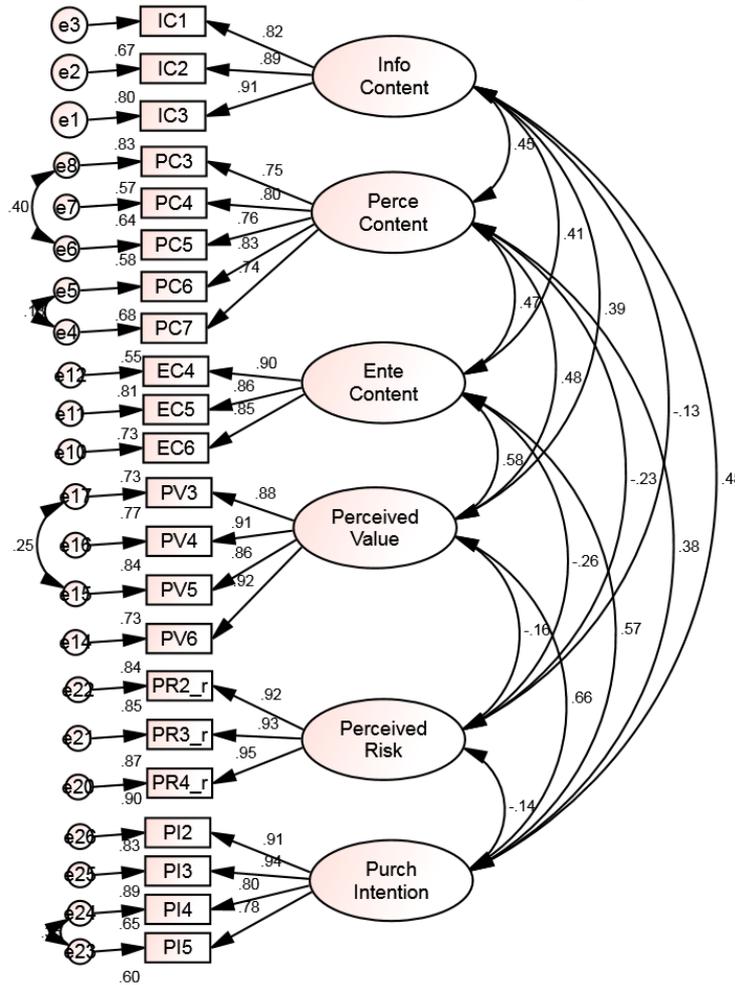
Note: Diagonal elements in bold are square root of AVE estimates

Perceived Risk (PR), Informative Content (IC), Purchase Intention (PI), Perceived Value (PV), Entertainment Content (EC), Persuasive Content (PC) and Customer Satisfaction (CS)

4.2 Confirmatory Factor Analysis

The results demonstrate that the measurement model exhibits strong reliability and validity. Composite Reliability (CR) values for all constructs exceed the recommended threshold of 0.70, confirming high internal consistency among measurement items. Convergent validity is established, as Average Variance Extracted (AVE) values for all constructs are above 0.50, indicating that each construct explains a substantial proportion of variance in its indicators. Discriminant validity is supported through the Fornell–Larcker criterion, where the square root of AVE for each construct is greater than its inter-construct correlations, and further confirmed by the Maximum Shared Variance (MSV) values being lower than the corresponding AVE values. The observed correlation patterns are theoretically consistent, with perceived value showing strong positive associations with purchase intention, while perceived risk exhibits negative relationships with content dimensions and purchase intention. Overall, the CFA results confirm that the constructs are reliable, distinct, and suitable for subsequent Structural Equation Modeling.

Picture: 2 Confirmatory Factor Analysis



4.3 Structural Equation Modelling

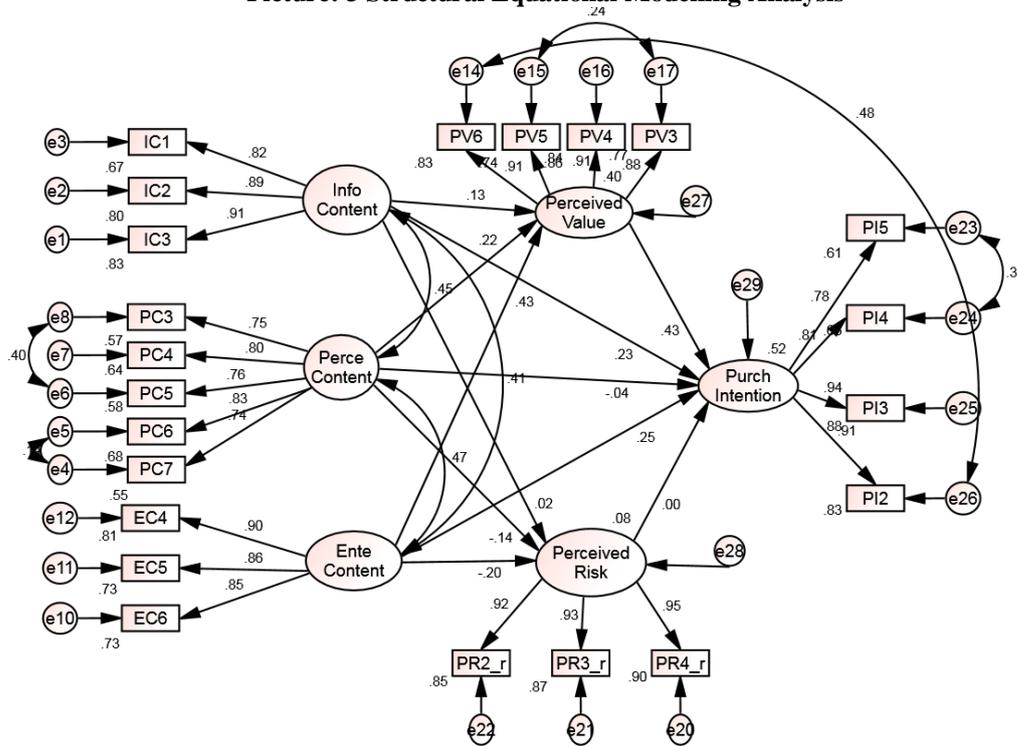
The structural equation model demonstrates an acceptable to good overall model fit. The chi-square to degrees of freedom ratio (CMIN/d. f = 2.49) falls within the recommended threshold, indicating a reasonable fit between the hypothesized model and the observed data. Incremental fit indices further support model adequacy, with CFI (0.96), TLI (0.952), IFI (0.96), and NFI (0.936) all exceeding the recommended cutoff of 0.90. The RMSEA value of 0.063, along with its confidence interval (0.056–0.071), indicates a satisfactory approximation error, while the SRMR/RMR value (0.069) remains within acceptable limits. Collectively, these indices confirm that the proposed structural model fits the data well and is suitable for hypothesis testing. The results indicate that informative content ($\beta = 0.132, p = 0.016$), persuasive content ($\beta = 0.216, p = 0.003$), and entertainment content ($\beta = 0.426, p < 0.001$) have significant positive effects on perceived value, with entertainment content emerging as the strongest predictor. With respect to perceived risk, entertainment content shows a significant negative effect ($\beta = -0.199, p = 0.007$), whereas persuasive content exhibits a marginal negative influence ($\beta = -0.144, p = 0.056$), and informative content does not have a significant effect ($\beta = 0.016, p = 0.812$). Furthermore, informative content ($\beta = 0.228, p < 0.001$) and entertainment content ($\beta = 0.247, p < 0.001$) significantly enhance purchase intention, while persuasive content does not exert a direct influence ($\beta = -0.037, p = 0.519$). Perceived value strongly and positively affects purchase intention ($\beta = 0.432, p < 0.001$), whereas perceived risk does not show a significant direct effect ($\beta = 0.004, p = 0.938$). Overall, the findings highlight the dominant role of entertainment content and perceived value in shaping consumer purchase intention in short-form video content marketing.

4.4 Hypothesis Testing

The hypothesis testing results reveal a differentiated pattern of relationships among content dimensions, perceived value, perceived risk, and purchase intention. Informative content, entertainment content, and persuasive content all exhibit significant positive effects on perceived value, thereby supporting H1, H2, and H3. In contrast, informative content does not have a significant influence on perceived risk, leading to the rejection of H4. Entertainment content demonstrates a significant negative relationship with perceived risk, supporting H5, while persuasive content shows a marginally significant negative association with perceived risk, providing partial support for H6. With respect to purchase intention, informative content and entertainment content exert significant positive effects, thus supporting H7 and H8; however, persuasive content does not directly influence purchase intention, resulting in the rejection of H9. Furthermore, perceived value has a strong and significant positive effect on purchase intention, confirming H10, whereas perceived risk does not significantly affect purchase intention, leading to the rejection of H11. Overall, these findings indicate that entertainment and informative content play a more decisive role in shaping

consumer purchase intention, primarily through enhancing perceived value rather than through direct persuasive mechanisms or risk reduction.

Picture: 3 Structural Equation Modelling Analysis



DISCUSSION OF FINDINGS:

The results of this study lend empirical weight to both the stimulus–organism–response (S–O–R) framework and the Elaboration Likelihood Model (ELM) within the sphere of short form video marketing. Of the three content dimensions assessed, entertainment proved the most powerful driver of perceived value and purchase intention. This prominence stems from the immersive and affective qualities of entertainment based short videos, which capture attention and emotional involvement more effectively than rational or purely informational cues. Consistent with S–O–R theory, entertaining stimuli foster positive internal states such as enjoyment and excitement, which in turn encourage behavioural responses in the form of purchase intention. Previous scholarship has similarly observed that entertainment oriented digital content tends to operate through automatic, affective processing, exerting stronger influence in fast paced, visually rich environments like short video platforms.

The findings also indicate that persuasive content does not directly shape purchase intention but instead influences it indirectly via perceived value. This outcome reflects the broader consensus in content marketing literature, which stresses value creation over overt persuasion. From an ELM perspective, consumers engaging with short form videos are less inclined to undertake deep, effortful processing of persuasive arguments, responding instead to cues of usefulness, relevance, and overall value. Excessively forceful messaging may even provoke scepticism or perceptions of manipulation, particularly when promotional intent outweighs informational substance. Persuasive content thus becomes effective only when it

enhances perceived value, rather than acting as a direct behavioural trigger. This supports earlier research suggesting that subtle persuasion embedded within meaningful, value laden content is more effective than explicit appeals in digital contexts.

Unexpectedly, perceived risk was found not to exert a significant direct effect on purchase intention. This may be explained by the growing digital maturity of consumers. With widespread technological access, basic digital literacy, and peer to peer communication through social media and online reviews, consumers are increasingly adept at recognising and managing potential risks in online purchasing. Consequently, risk considerations appear secondary in short form video contexts, particularly for familiar products or low involvement purchases. Instead, consumers rely more heavily on perceived value and experiential cues when forming purchase intentions.

5.1 Managerial Implications

Several practical implications arise from these findings. First, marketers should prioritise entertainment led strategies, as emotionally engaging and visually appealing short videos exert the strongest influence on perceived value and purchase intention. Second, persuasive messaging should be woven subtly into relevant and valuable content, with emphasis on demonstrating product benefits and usability through storytelling and experiential cues rather than overt promotion. Third, given the limited role of perceived risk, resources may be better directed towards authenticity, peer validation, and value signalling rather than explicit risk reduction messaging. User generated content, reviews, and influencer demonstrations

can further reinforce consumer confidence without heightening risk concerns. Overall, effective short form video marketing should be entertainment driven, value centred, and subtly persuasive.

6. Limitations and Future Research

Despite its contributions, this study is not without limitations. The reliance on self-reported, cross sectional survey data restricts causal inference and may introduce common method bias. Future research could employ longitudinal or experimental designs to validate these relationships. Moreover, the study focuses on consumer perceptions rather than actual purchasing behaviour; subsequent work might incorporate behavioural data or platform analytics to capture real outcomes. The findings are also context specific to short form video marketing and may not generalise across other digital formats or product categories. Finally, future research could extend the model by integrating neuromarketing techniques such as eye tracking or EEG to explore subconscious attention and emotional responses. Such approaches would provide deeper insight into the cognitive and affective mechanisms underpinning consumer engagement with short form video content.

CONCLUSION

This study investigated the influence of short-form video content marketing on consumers' purchase intention by integrating content characteristics with perceived value and perceived risk within the stimulus–organism–response framework. The findings demonstrate that entertainment content plays a dominant role in shaping consumer responses, significantly enhancing perceived value and purchase intention while simultaneously reducing perceived risk. Informative content contributes positively to purchase intention and perceived value, whereas persuasive content influences consumer behavior indirectly through value perceptions rather than exerting a direct effect.

The results further indicate that perceived value is a critical mechanism through which short-form video content affects purchase intention, while perceived risk does not significantly deter consumer decision-making in this context. This suggests that contemporary consumers, supported by technological familiarity and peer communication, rely more on value-driven cues than on risk considerations when engaging with short-form video marketing. Overall, the study highlights the importance of entertainment-led, value-oriented content strategies for effectively influencing consumer purchase intention in digital environments.

8. Ethical Considerations

“Participation was voluntary, and respondents were assured of anonymity and confidentiality of the data provided”

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