

Arousal – Passage To Impulsive Purchase - Exploring The Driving Factors Through TikTok Short Marketing Videos

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Abstract

In the age of swiftly evolving digital technology, social media platforms, particularly TikTok, significantly influence consumer behavior. TikTok's unique features - its highly personalized "For You" algorithm, rapid short-form content, and sound-on design - intensify users' emotional arousal and reduce cognitive processing time, thereby reinforcing the arousal-impulse pathway more effectively than platforms like Instagram Reels or YouTube Shorts. These attributes foster an entertainment-focused environment where emotional engagement rapidly translates into impulsive behavior, highlighting TikTok's distinctive design impact on impulse buying behaviors.

A quantitative methodology was utilized for this research, including a survey featuring a 5-point Likert scale. The survey was conducted online utilizing a convenience sampling technique. The sample size consists of 350 respondents in Vietnam, aged 18 to 30. The respondents are TikTok users who participate in online buying using this platform. Subsequent to screening, the data were evaluated utilizing Structural Equation Modelling (SEM), conducted with SmartPLS 3. The findings demonstrated that elements like entertainment, perceived usefulness, and aesthetic design in TikTok short marketing videos have positive effects on young consumers' impulsive purchase intentions. Notably, this research has demonstrated the major mediation role of the affective factor - perceived enjoyment - in the transition to impulsive purchasing.

Keywords: Impulsive Purchase; Short video; Perceived Enjoyment; TikTok.

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1. Introduction

In today's digital age, short video platforms have emerged as a global phenomenon with a rapidly growing number of users [1], [2], gradually becoming a dominant medium for information consumption. As one of the newer varieties of video, short-form video is typically viewed by users on the go. In general, the optimal duration of a brief video is between five seconds and five minutes. Particularly, due to its adaptation to the rapid pace of contemporary living, when leisure time is frequently fragmented, short-form video has emerged as

the predominant medium for entertainment, consumption, and purchasing in the mobile internet age.

TikTok is often the first platform that one considers regarding short video platforms. It serves as the global equivalent of China's short video platform, Douyin, and ranks among the fastest-growing short video applications worldwide. Building on its popularity in key global mobile markets, including the USA, India, and China, TikTok emerged as a global phenomenon in 2019, establishing its standing among other famous platforms like Facebook and Instagram... [3]. According to DataReportal [4], a platform that provides global digital data reports and analysis, in January 2025, TikTok had at

least 1.59 billion users worldwide, of whom 44.3% of the user base were female and 55.7% were male. The primary age group for TikTok users is 25 to 34 years old. In Vietnam, published data indicate there were 40.9 million active TikTok users at the beginning of 2025. Of this user base, 48.7% were female, while the corresponding figure for males was 51.3%. Notably, Vietnam is also ranked among the top 10 countries with a significantly higher level of TikTok usage compared to other nations [4].

With the speedy rise of the short video industry in general and TikTok in particular, short marketing videos are increasingly being embraced by businesses. In particular, the ongoing development of technology, the emergence of artificial intelligence, and the swift expansion of the content creator workforce have streamlined the production and editing of short marketing videos, consequently enhancing their impact. Thanks to these technological advancements, supported by e-commerce, online impulsive purchase behavior has emerged as a widespread phenomenon. Evidently, Short videos are a potent marketing medium that can significantly influence viewers' emotional arousal and stimulate impulse purchasing behaviors during viewing. [5].

Previous studies have been undertaken to investigate the influence of short video factors on consumer behavior. And the mediating roles of attitude and perceived value in the linkage between short marketing videos and impulsive purchase behavior have been explored in most of these studies. For example, Chengdan et al. [6] and Rui et al. [7] underlined the mediating effect of perceived value in this context. Nevertheless, these mediating mechanisms have primarily focused on cognitive processes, leaving affective pathways - particularly the function of arousal elicited by short marketing video stimuli - insufficiently addressed. The extent to which specific elements of short marketing videos elicit emotional arousal that subsequently drives impulsive purchase behavior therefore remains an underexplored area, presenting a clear gap that the present study seeks to address. To address this gap, this study examines perceived enjoyment as an affective mediator linking short marketing videos to impulsive purchase behavior. This focus is especially prominent on TikTok, where the platform's personalized "For You" algorithm, rapid short-form content, and sound-on design intensify emotional arousal and shorten cognitive processing time, thereby strengthening the arousal-impulse pathway. These features create an entertainment-driven environment in which emotional engagement quickly translates into impulsive action, highlighting the need to better understand the emotional mechanisms underlying impulse buying on TikTok.

2. Literature review and hypothesis

2.1. Theoretical background

The SOR (Stimulus–Organism–Response) model and the TAM (Technology Acceptance Model) are the two main models used in the research.

The SOR model is regarded as a psychological framework developed by Mehrabian and Russell [8], and it has been widely applied across various fields, including marketing and e-commerce. According to Mehrabian & Russell [8], the SOR model indicates that stimuli are factors or agents from the external environment that influence the psychological, emotional, and cognitive states of individuals, leading to responses manifested as behaviors and attitudes externally. In this study, the SOR model is utilized to explain the purchasing journey of a consumer and is explained using three main factors: short marketing videos, arousal state, and intention of customer behavior. In this context, the factors in TikTok short marketing videos serve as stimuli (S), influencing perceived enjoyment - the inner affective factor of viewers (O), which in turn leads to the intention of impulsive purchase (R). Although the SOR model was introduced before the advent of the Internet, it continues to be extensively used in studies related to online purchasing behavior. For example, Lina et al. [9] applied the SOR model to describe the influence of convenience-related factors on purchase behavior in the context of retail in general, and particularly in online retail. Similarly, to assess the impact of short video platform attributes on consumers' readiness to provide marketing information, Rui et al. [7] also utilized the SOR model to evaluate these effects.

Davis [11] proposed the Technology Acceptance Model (TAM) based on the Theory of Reasoned Action (TRA). According to this model, external variables such as system design, training, or social impact affect perceived usefulness and perceived ease of use. Both of these perspectives impact users' attitudes, affecting their intention to use, eventually leading to their actual usage. In this study, perceived usefulness in the TAM is used as a variable to measure the arousal response of short video viewers, thereby assessing the impact on viewers' intention of impulsive purchases.

2.2. Short marketing video factors and perceived enjoyment

In a short video, information is crucial in the consumer purchase journey. This is a crucial aspect of marketing because of its strong link to the ability to provide relevant information to customers.

Information refers to the ability of online shoppers to generate and present valuable and comprehensible facts to consumers [12]. In the context of online advertising, information is associated with consumers' perceptions and knowledge regarding the product and service.

The impact of information as a factor in short marketing videos on perceived value has been firmly proven. Previous studies have constantly confirmed that informative and engaging content is one of the significant

factors in leading customers' perceptions and attitudes. Rui et al. [7] emphasized that the short video platform's information quality, service quality, and system quality all contribute to users' feelings of enjoyment and control, resulting in a readiness to give marketing information. Qin et al. [13] proved the direct linkage between information quality and flow experience (enjoyment and concentration) under the environment of TikTok.

Thus, we hypothesize:

H1: Information in TikTok short marketing videos has a positive influence on perceived enjoyment.

Entertainment

Entertainment is considered a positive feature in advertising [14] and a key influence factor during the online experience. Customers engage with online platforms for purchasing not only for informational purposes but also for entertainment [15]. Therefore, the aim of entertainment in a short marketing video is to engender interest and happiness regarding particular goods and services. And the correlation between entertainment and individual emotions, along with the psychological factors influencing online consumers' arousal, incites an urge to purchase.

In the context of online impulsive purchases, the entertainment aspect of short marketing videos focuses on creating pleasant and enjoyable experiences for consumers. Short marketing videos are designed to arouse positive emotions and a sense of relaxation, which frequently leads to impulsive purchase decisions. When consumers are engaged by entertaining short videos, they are more likely to pay attention, recall the brand, and ultimately consider making a purchase [16].

Due to the prominence of entertainment in impulsive purchase behavior, a significant number of studies have been devoted to this aspect. Most scholars have demonstrated that entertainment value has a critical influence on driving customer purchase behavior. This new approach, characterized by humor, narrative, and interactive components, is demonstrably better than a conventional approach that purely focuses on the informational aspect [1]. Certain studies emphasize the importance of integrating entertainment and brand value into short marketing videos to shape consumer attitudes toward the brand [25]. Meanwhile, Jiang et al. [20] focused on investigating the impact of entertainment on consumer emotion and perception. These scholars highlighted that stimulating elements in short marketing videos - such as entertainment, playfulness, interest, and creativity - evoke consumers' perceived enjoyment.

Thus, we hypothesize:

H2: Entertainment in TikTok short marketing videos has a positive influence on perceived enjoyment.

Perceived usefulness

In recent years, the significant growth of short marketing video platforms has played a crucial role in fostering impulse purchasing behavior. The relationship between the perceived usefulness of these short marketing

videos and consumer behavior has emerged as a focal point of research.

The concept of perceived usefulness first appeared in the Technology Acceptance Model (TAM) of scholars Davis et al. [21]. In this model, perceived usefulness, the most important factor affecting an individual's intention of using a system [22], [23], is defined as "the degree to which a person believes that using the particular technology would enhance his/her job performance." In other words, we could say that perceived usefulness denotes an individual's assessment of how an information technology platform enhances their work efficiency. In this research, perceived usefulness is described as a user's perception of whether the functions of short marketing videos shorten the customer's purchase journey. [24]

Due to its significance, perceived usefulness has drawn significant research from many scholars. The correlation between perceived efficacy and behavioral intention is the primary focus of the majority of scholars. A study conducted by Braun [25] with 124 older adult internet users aged 60–90 indicated that perceived usefulness was one of the significant factors influencing their intention to use social networking websites. In addition, affective responses are also one of the factors that scholars frequently focus on studying in the relationship with perceived usefulness [26], [27], [28]. Likewise, in the tourist industry, scholars have also investigated the impact of perceived usefulness on travel intentions and behaviors. X. Wang et al. [29] demonstrated the significance of perceived usefulness in facilitating tourists' impulse travel planning, which was mediated by affective reactions.

Thus, we hypothesize:

H3: Perceived usefulness in TikTok short marketing videos has a positive influence on perceived enjoyment.

Aesthetic Design

The aesthetic design of short marketing videos plays a crucial role in attracting consumers' attention. Visual design frequently correlates with the halo effect, whereby attracting consumers' attention can aid in the establishment of initial product perceptions that subsequently shape customers' evaluative judgments [30].

Aesthetic design refers to the overall look and visual aspects [31]. In this study, the aesthetic design of short marketing videos is reflected in visual elements such as background music, graphics, voice-over, and the audiovisual experiences.

Numerous scholars have conducted investigations and validated the phenomenon of visual design eliciting emotional responses. Kaur et al. [32] found that the design aspects of a game produce perceived enjoyment for consumers, then engage them with the game. Similarly, Koo & Ju [33] claimed that visual features in online stores, such as designs, colors, and links, impact buyers' emotions and purchase intentions. Similarly, Cai & Xu [34] investigated consumer shopping experiences influenced by website aesthetic components such as graphics, colors, and layout.

Thus, we hypothesize:

H4: Aesthetic design in TikTok short marketing videos has a positive influence on perceived enjoyment.

2.3. Perceived enjoyment and intention of impulsive purchase

Arousal is essential in influencing impulsive purchasing behavior, particularly through positive emotions like pleasure, satisfaction, or excitement. In this study, perceived enjoyment is considered an arousal factor experienced by users when watching short marketing videos, which in turn can lead to spontaneous purchase intentions among consumers.

Perceived enjoyment refers to the fun and satisfaction that consumers experience while shopping and interacting with supporting platforms.

This relationship has also become a focal point of scholarly research. Indriastuti et al. [35] demonstrated that the enjoyable feelings experienced while browsing shopping websites lead directly to impulsive buying actions. Research consistently shows a strong connection between the two factors: Customers who like utilizing shopping platforms are more likely to make impulsive purchases. This relationship has also been confirmed by several other scholars in their own studies [15], [31], [36].

Thus, we hypothesize:

H5: Perceived enjoyment has a positive influence on the intention of impulsive purchase.

2.4. The mediating role of perceived enjoyment between short marketing videos and intention of impulsive purchase

Arousal, particularly perceived enjoyment, acts as a mediating mechanism that channels the influence of TikTok short marketing videos into consumers' impulsive purchase intentions. This represents a crucial hypothesis of the current work, as previous research has predominantly focused on cognitive mediators, neglecting affective pathways and leaving the arousal-driven mechanism largely underexplored. For instance, S. Jiang et al. [38] chose perceived value and perceived risk as mediating variables. Similarly, in the study by Indriastuti et al. [35], the indirect effect on impulsive purchase behavior was determined to be mediated by perceived enjoyment. Therefore, it is consistent to consider the mediating effect of perceived enjoyment in the linkage between information, entertainment, usefulness, aesthetic design, and the intention of impulsive purchase.

Thus, we hypothesize:

H6: Perceived enjoyment mediates the influence of information in TikTok short marketing videos on impulsive purchase intention.

H7: Perceived enjoyment mediates the influence of entertainment in TikTok short marketing videos on impulsive purchase intention.

H8: Perceived enjoyment mediates the influence of usefulness in TikTok short marketing videos on impulsive purchase intention.

H9: Perceived enjoyment mediates the influence of aesthetic design in TikTok short marketing videos on impulsive purchase intention.

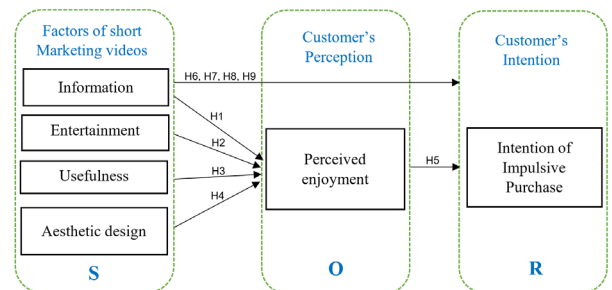


Figure 1. Research model

3. Data and methods

This study employed a quantitative research approach to examine how different elements of short marketing videos influence consumers' purchase intentions. The target population comprises young people in Vietnam who use TikTok, have been exposed to short marketing videos on the platform, and have previously contemplated purchasing products featured in such videos. Purposive sampling procedures were adopted, supported by clearly defined screening criteria to ensure the inclusion of respondents who align with the study's objectives.

Data were predominantly obtained in Da Nang through convenience sampling, where the author resides and is employed. As one of Vietnam's major metropolitan areas, Da Nang attracts a significant number of migrants, students, seasonal workers, and both local and international visitors. Consequently, despite the survey being administered in Da Nang, the participant pool was not limited to local residents. This context strengthens the appropriateness of convenience sampling, as the city provides access to a diverse cross-section of young TikTok users from various regions. Such diversity enhances the analytical relevance of the dataset and supports the study's intention to yield insights that are broadly applicable within the Vietnamese youth demographic.

Google Forms is the primary tool used by the author to conduct the survey and collect data. The questionnaire was distributed through various methods, including social media and personal email, to reach respondents. The questionnaire consists of four sections: The first section presents an introduction to the survey and requests participants' consent. The second section includes screening questions to ensure the selection of the correct target audience. The third section is conducted to gather

data details of the behaviors of respondents related to impulsive shopping experiences when watching short marketing videos on the TikTok platform. The fourth section focuses on collecting personal information from targeted respondents for certain research objectives.

To measure the constructs in the study, a 5-point Likert scale was used. This scale ranges from "strongly disagree" (1) to "strongly agree" (5) for each item, enabling participants to convey their perspective toward various factors of TikTok short marketing videos. The items of each construct were inherited from previous literature and applied to the research context of short marketing videos on the TikTok platform. Information & Entertainment was measured with 4 indicators from Zhou-Yan & Fang-Lu [39]. Usefulness was measured with 4 indicators from Ananda & Halim [40]. Aesthetic Design was measured with 4 indicators from Fang et al. [41]. Perceived enjoyment was measured with 4 indicators from Ananda & Halim [40]. Intention to buy impulsively was measured with 3 indicators from Singh et al. [42].

The survey collected a total of 350 responses. After screening, missing or inaccurate data that did not meet the requirements were removed, resulting in 315 valid responses used for further analysis. This study used the Structural Equation Modelling (SEM) technique with the analysis of SmartPLS3 software. The data analysis process was conducted to assess Cronbach's Alpha coefficient, convergent validity, discriminant validity, AVE value, and the reliability of the constructs. Finally, the structural equation model was implemented to examine the relationships between the constructs.

Table 1. Respondents' Demographic Profile

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	103	32.7
	Female	212	67.3
Age (years old)	18 - 25	304	96.5
	26 - 30	11	3.5
Education	Highschool	6	1.9
	Undergraduate	304	1.6
	Post graduate	5	96.5
Marriage status	Single	308	97.8
	Married	7	2.2
Employment status	Student	308	97.8
	Employed	6	1.9
	Self-employed	1	0.3
Monthly income (millions VND)	Under 5	252	80.0
	5 - 10	53	16.8
	10 - 20	6	1.9
	20 - 30	1	0.3
	More than 30	3	1.0
Character	Introvert	183	58.1
	Extrovert	132	41.9
Shopping habit	Direct shopping	33	10.5
	Online	282	89.5

	shopping		
Frequency of watching Tiktok short marketing videos	Rarely	14	4.4
	Sometimes	68	21.6
	Often	150	47.6
	Usually	83	26.3

4. Results

4.1. Measurement model

The internal consistency reliability

To evaluate the reflective measurement model, internal consistency reliability - specifically, Cronbach's alpha and composite reliability - is the primary factor to be assessed. According to Hair et al. [43], internal consistency reliability is sufficient if the values of Cronbach's alpha and composite reliability are more than 0.7. Table 2 of this study indicates that the highest Cronbach's alpha coefficient is 0.870 and the lowest is 0.818, with composite reliability values ranging from 0.877 to 0.911. All of these numbers are above 0.7. This shows a high level of reliability within the relationship between the observed variables and the total variable.

Table 2. Composite reliability of the major constructs

Items	Cronbach's Alpha	rho A	Composite Reliability	Average Variance Extracted (AVE)
	> 0.7		> 0.7	> 0.5
AD	0.852	0.873	0.9	0.693
ET	0.818	0.859	0.877	0.641
IF	0.870	0.871	0.911	0.72
IIP	0.841	0.845	0.904	0.76
PE	0.852	0.854	0.901	0.694
UF	0.851	0.856	0.899	0.691

The reliability of the scale/ Indicator reliability

Subsequently, indicator reliability is examined through the outer loadings coefficients. According to Hair et al. [43], outer loadings should be equal to or greater than 0.7. Table 3 in this study shows the values of the outer loadings of all indicators, as follows:

The four observed variables (IF1, IF2, IF3, IF4) representing the construct of information have outer

loading coefficients ranging from 0.794 to 0.855, fulfilling the criterion.

Next, the four observed variables (ET1, ET2, ET3, ET4) representing entertainment have outer loadings coefficients between 0.721 and 0.816, satisfying the requisite threshold.

Furthermore, the outer loadings coefficients for the four observed variables (UF1, UF2, UF3, UF4), representing perceived usefulness, range from 0.789 to 0.837 and thus are acceptable.

The four observed variables (AD1, AD2, AD3, AD4), representing the construct aesthetic design, show outer loading coefficients between 0.727 and 0.874, which also meet the requirement.

For the construct perceived enjoyment, the outer loading coefficients for the four observed variables (PE1, PE2, PE3, PE4) are 0.766, 0.817, 0.867, and 0.791, all above 0.7, demonstrating adequate indicator reliability.

Finally, the construct of impulse purchase intention has three observed variables with outer loadings ranging from 0.832 to 0.894, also exceeding 0.7, meeting the requisite threshold.

Since all outer loading coefficients exceed the 0.70 threshold, the indicators can be considered reliable.

Table 3. Outer loadings

Items	AD	ET	IF	IIP	PE	UF
AD1	0.750					
AD2	0.875					
AD3	0.881					
AD4	0.818					
ET1		0.805				
ET2		0.821				
ET3		0.828				
ET4		0.744				
IF1			0.848			
IF2			0.857			
IF3			0.852			
IF4			0.837			
IIP1				0.868		
IIP2				0.901		
IIP3				0.844		
PE1					0.782	
PE2					0.847	
PE3					0.889	
PE4					0.811	
UF1						0.837
UF2						0.813
UF3						0.846
UF4						0.827

Convergent Validity

To determine the convergent validity of the research model, the Average Variance Extracted (AVE) will be assessed. When the AVE value is equal to or greater than

0.5, it means that the construct accounts for more than half of the variance in its indicators. In contrast, an AVE value less than 0.5 indicates that the majority of the variance is due to measurement error rather than the construct itself [44].

Based on this, Table 1 in this study shows that the latent variables have Average Variance Extracted (AVE) values that meet the required condition, with AVE ranging from 0.641 to 0.760. Therefore, it can be concluded that the study ensures the convergent validity of the measurement scales.

Discriminant Validity

In SmartPLS, the Heterotrait-Monotrait Ratio (HTMT) is commonly used to assess the discriminant validity of constructs. According to Hair et al. [43], discriminant validity between pairs of constructs is considered acceptable when the HTMT value is less than or equal to 0.85. All HTMT values shown in Table 4 of this study are below 0.85. Therefore, the discriminant validity of the measurement scales is accepted.

Table 4. Discriminant Validity: Heterotrait Monotrait (HTMT) criterion

	AD	ET	IF	IIP	PE	UF
AD						
ET	0.567					
IF	0.492	0.737				
IIP	0.638	0.625	0.56			
PE	0.806	0.686	0.588	0.778		
UF	0.673	0.767	0.723	0.651	0.825	

4.2. Structure model

Multicollinearity

To examine the multicollinearity concerns among constructs, The Variance inflation factor (VIF) values are measured. In this study, it can be observed from Table 5 that the variance inflation factors (VIF) of all the indicators are below 2.3. According to J. Hair et al. [45], the model is unlikely to exhibit multicollinearity.

Table 5. Variance Inflation Factor

	AD	ET	IF	IIP	PE	UF
AD					1.567	
ET					2.083	
IF					1.869	
IIP						
PE				1.000		
UF					2.304	

Hypothesis testing

To assess the significance levels and path coefficients within the structural model, the author re-estimated the model using the bootstrapping procedure with 5,000

resamples at a 0.05 significance level. The results of the PLS bootstrapping analysis are summarised in Table 6.

Table 6. Path coefficients and test results

Hypothesis	Paths	Path coefficients	T statistics	P-values	Result
H1	IF→PE	0.007	0.080	0.936	Rejected
H2	ET→PE	0.166	2.185	0.029	Accepted
H3	UF→PE	0.360	3.737	0.000	Accepted
H4	AD→PE	0.402	4.971	0.000	Accepted
H5	PE→IIP	0.659	16.892	0.000	Accepted

Hypothesis H1 proposed that information (IF) has a positive influence on perceived enjoyment (PE). However, the test results show that the correlation between Information and Perceived enjoyment was insignificant ($\beta = 0.007$, $p\text{-value} = 0.936 > 0.05$). Therefore, hypothesis 1 was rejected.

Hypothesis H2 was related to entertainment, has a positive influence on perceived enjoyment. The result shows that the path coefficient is 0.166, where $p = 0.029 < 0.05$. Therefore, a clear connection between entertainment and perceived enjoyment was confirmed. Hypothesis 2 was supported.

Hypothesis H3 is that perceived usefulness has a positive influence on perceived enjoyment. The result shows that the path coefficient is 0.360, $p = 0.000 < 0.05$. This demonstrates that the relationship between perceived usefulness and perceived enjoyment is positive. Hypothesis H3 was confirmed.

Hypothesis H4 shows that aesthetic design has a positive influence on perceived enjoyment. The result shows that the path coefficient is 0.402, $p = 0.000 < 0.05$. Aesthetic design has positive effects on perceived enjoyment. Hypothesis 4 was accepted.

Hypothesis H5 is that perceived enjoyment has a positive influence on the intention of impulsive purchase. The result shows that the path coefficient is 0.659, $p = 0.000 < 0.05$. It is proven that perceived enjoyment has a significant effect on the intention of impulsive purchase. Hypothesis 5 was accepted.

Based on the consideration of p-values and path coefficients, it can be concluded that the path coefficients are significant and that the relationships in the structural model are appropriate.

The mediating effect of Perceived Enjoyment

In this study, the mediating role of arousal-perceived enjoyment was also examined to assess the extent to which this factor mediates the linkage between short marketing videos and the intention of impulsive purchase. This study employed bootstrapping to analyze the mediating effect of perceived enjoyment (PE). Specifically, the study investigated the relationships among four dimensions of short marketing videos-information, entertainment, usefulness, and aesthetic design-as independent variables, impulsive purchase

intention as the dependent variable, and perceived enjoyment as the mediating construct. A repeated sampling of 5000 iterations at a 95% significance level was conducted to validate the mediation model. The mediating role of perceived enjoyment was tested; the results are presented in Table 7.

The mediating role of PE on the relationship between IF and IIP will be assessed through mediation analysis. The results (see Table 8) revealed that the total effect of IF on IIP was insignificant (H6: $\beta = 0.005$, $p = 0.935 > 0.05$). With the presence of the mediator (PE), the impact of IF on IIP was also insignificant ($\beta = 0.007$, $p\text{-value} = 0.934 > 0.05$). The indirect effect of IF on IIP through PE was found to be insignificant ($\beta = 0.005$, $p\text{-value} = 0.935 > 0.05$). This result indicates the linkage between IF and IIP is not mediated by PE. As a result, hypothesis 6 is rejected.

The mediating role of PE on the relationship between ET and IIP will be assessed through mediation analysis. The results (see Table 8) revealed that the total effect of ET on IIP was significant (H7: $\beta = 0.109$, $p = 0.026 < 0.05$). With the presence of the mediator (PE), the impact of ET on IIP was significant ($\beta = 0.166$, $p\text{-value} = 0.031 < 0.05$). The indirect effect of ET on IIP via PE was significant ($\beta = 0.109$, $p\text{-value} = 0.026 < 0.05$). The results indicate the linkage between ET and IIP is partially mediated by PE. Of course, hypothesis 7 is accepted.

The mediating role of PE on the relationship between UF and IIP was assessed through mediation analysis. The results (see Table 8) revealed that the total effect of UF on IIP was significant (H8: $\beta = 0.238$, $p = 0.000 < 0.05$). With the presence of the mediator (PE), the impact of UF on IIP became significant ($\beta = 0.260$, $p\text{-value} = 0.000 < 0.05$). The indirect effect of UF on IIP via PE was significant ($\beta = 0.238$, $p\text{-value} = 0.000 < 0.05$). The results indicate the linkage between UF and IIP is partially mediated by PE. And hypothesis 8 is accepted.

The mediating role of PE on the relationship between AD and IIP will be assessed through mediation analysis. The results (see Table 8) revealed that the total effect of AD on IIP was significant (H9: $\beta = 0.265$, $p = 0.000 < 0.05$). With the presence of the mediator (PE), the impact of AD on IIP became significant ($\beta = 0.402$, $p\text{-value} = 0.000 < 0.05$). The indirect effect of AD on IIP through PE was significant ($\beta = 0.265$, $p\text{-value} = 0.000 < 0.05$). This result indicates the linkage between AD and IIP is partially mediated by PE. Consequently, hypothesis 9 is accepted.

In summary, except for the relationship between information and intention of impulsive purchase, perceived enjoyment serves as a mediating factor in the relationships between entertainment, usefulness, aesthetic design, and intention of impulsive purchase.

4.3. Coefficient of determination (R-squared)

To validate the overall quality of the model, J. Hair et al. [45] recommended that the coefficient of determination (R-squared) could be used to determine the degree to which one variable influences the change in another. An R-squared value of 0.75 shows a high level of explanatory power for the model, an R-squared value of 0.50 shows a moderate level of explanatory power, and an R-squared value of 0.25 indicates a poor level of explanatory power. [45]

Table 7. The mediating effect of Perceived Enjoyment

Path for Total/Direct effect	Total effect		Direct effect		Indirect effect of IV on DV						Result
	Coefficient	p-value	Coefficient	p-value	Mediation Hypothesis	Coefficients	SD	T statistics	P-value	BI [2.5%; 97.5%]	
IF → IIP	0.005	0.935	0.007	0.934	IF → PE → IIP	0.005	0.059	0.082	0.935	-0.107; 0.358	Rejected
ET → IIP	0.109	0.026	0.166	0.031	ET → PE → IIP	0.109	0.049	2.221	0.026	0.014; 0.203	Accepted
UF → IIP	0.238	0.000	0.360	0.000	UF → PE → IIP	0.238	0.062	3.841	0.000	0.115; 0.358	Accepted
AD → IIP	0.265	0.000	0.402	0.000	AD → PE → IIP	0.265	0.061	4.349	0.000	0.150; 0.386	Accepted

With the results in Table 8, it can be noticed that the R-squared of the dependent variable Perceived Enjoyment (PE) is 0.639, indicating that the explanatory power of the independent variables on the dependent variable Perceived Enjoyment is at a moderate level. Meanwhile, the R-squared of the dependent variable, Intention of Impulsive Purchase (IIP) is 0.435, which also demonstrates a moderate level of explanatory power of the independent variables on the dependent variable. Moreover, the adjusted R-squared coefficient of the dependent variable Perceived Enjoyment (PE) is 0.648, indicating that the independent variables IF, ET, UF, and AD explain 64.8% of the variance in this variable. Similarly, based on the adjusted R-square value of 0.433 for the dependent variable Intention of Impulsive Purchase (IIP), it can be explained that the variable Perceived Enjoyment (PE) accounts for 43.3% of the variance in the dependent variable Intention of Impulsive Purchase (IIP).

Table 8. R-squared and R-squared adjusted

Dependent variable	Coefficient of determination (R-squared)	The adjusted Coefficient of determination (R-squared Adjusted)
Perceived enjoyment (PE)	0.639	0.648
Intention of impulsive purchase (IIP)	0.435	0.433

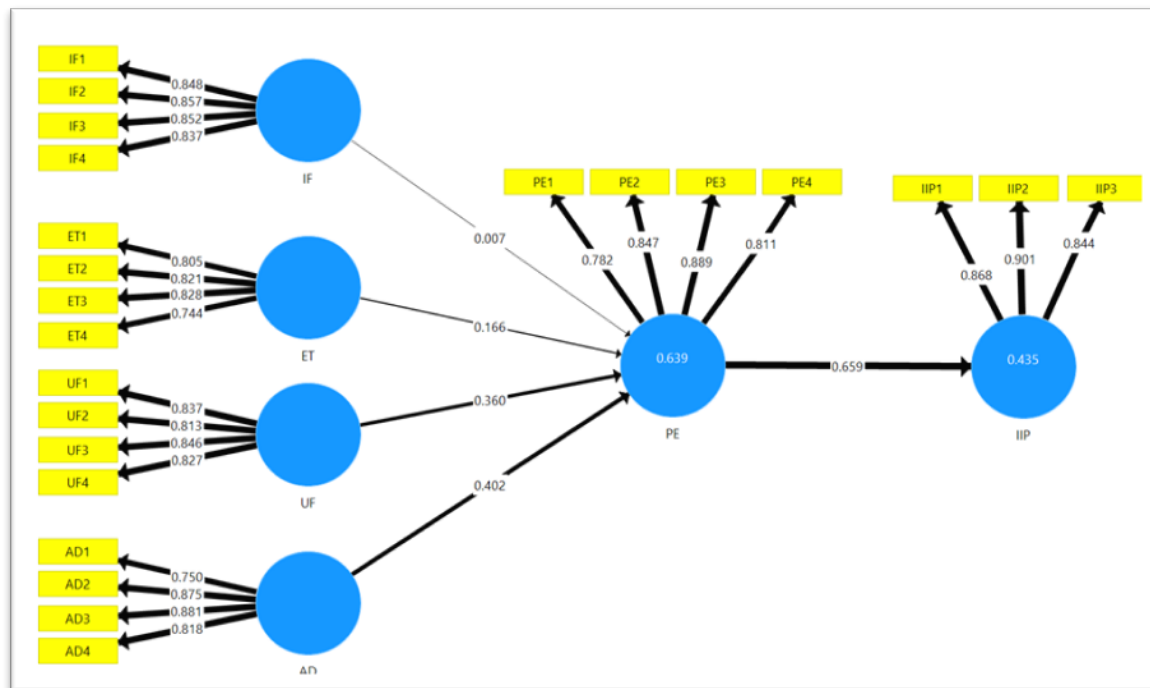


Figure 2. Measurement Mode

5. Discussion

5.1. General discussions and theoretical implications

Based on the SOR framework and the TAM model, this study was conducted to evaluate the influence of short marketing videos on customers' intention of impulsive purchase in Vietnam. Through surveys and data analysis, the research has made the following significant findings:

First, the study showed that information in TikTok short marketing videos has no impact on perceived enjoyment ($\beta = 0.007$, $p\text{-value} = 0.936 > 0.05$). This finding contrasts with the previous research of Mahatmavidya & Yasa [46]. This discrepancy may stem from the differences between information and perceived enjoyment. While information typically provides useful and up-to-date information to viewers, "perceived enjoyment" refers to feelings of joy, entertainment, or emotional satisfaction when experiencing the content. Almost all viewers of TikTok are younger people who watch short marketing videos not only because of information seeking but also for entertainment and emotional experience. Second, the study indicated that entertainment in TikTok short marketing videos has a positive influence on perceived enjoyment ($\beta = 0.166$, $p = 0.031 < 0.05$). This finding is consistent with J. Jiang et al. [37] and Nurasti & Sobari [47]. With its mobility and flexible experience, TikTok is a highly entertaining platform for young users. Third, usefulness in TikTok short marketing videos has a

positive influence on perceived enjoyment ($\beta = 0.360$, $p = 0.000 < 0.05$). This finding is consistent with studies by Huang et al. [27]; Sun & Zhang [26]; P. Zhang [28]. Fourth, aesthetic design in TikTok short marketing videos has a positive influence on perceived enjoyment ($\beta = 0.360$, $p = 0.000 < 0.05$). This finding is in line with the studies conducted by Kaur et al. [32] and Koo & Ju [33]. Especially with 3 out of 4 accepted mediation hypotheses (H6, H7, H8, H9), the study has demonstrated the mediating role of the emotion-perceived enjoyment. Perceived enjoyment plays a mediating role between short video factors and the intention of impulsive purchase.

In summary, the study found positive effects of factors such as entertainment, usefulness, and aesthetic design in TikTok short marketing videos on the intention of impulsive purchase. Meanwhile, the hypothesis of a positive relationship between information and the intention of impulsive purchase was rejected. This demonstrated that there is no impact of information on the intention of impulsive purchase. And it was observed that perceived enjoyment has significant and strong effects on the intention of impulsive purchase. Notably, with the proof of partial mediation of perceived enjoyment, the study demonstrated the mediating role of arousal in the consumer purchase journey. Theoretically, the finding provides a systematic perspective on how the factors of TikTok short marketing videos influence impulsive purchase intention and further reveals the mediating effect of arousal. While most previous studies have focused on attitudes toward brands as a mediating factor, the

mediating factor regarding emotion in this study can be considered as a significant contribution. Particularly, the results show that perceived enjoyment acts as a bridge leading customers to impulsive purchase intentions through TikTok short marketing videos.

Moreover, the study provides deeper insight into the specific context of TikTok users. By integrating both functional elements and the informational and entertainment aspects of TikTok short videos, the research offered a more comprehensive perspective on the relationship between TikTok short videos and users' experiences. Clearly, this study further reinforces the validity of the S-O-R (Stimulus-Organism-Response) framework in the context of TikTok, highlighting arousal as a key mediating factor: the stimulus (S) is represented by the factors of TikTok short marketing videos, the organism (O) refers to perceived enjoyment, and the response (R) is manifested as the intention of impulsive purchase.

5.2. Practical implications

Significant practical implications have also resulted from the study's conclusions, as mentioned above:

First, with the finding that there is no significant relationship between information and perceived enjoyment, the author suggests that it is crucial to avoid overloading a brief marketing short video with excessive information. The majority of TikTok users are youthful individuals who access the platform during brief periods, such as while commuting to work or school. Consequently, their primary objective is to receive entertainment. In order to captivate and sustain this attention, marketing managers should refrain from incorporating an excessive amount of information into their TikTok marketing videos. Overloading the viewer forces them to receive, process, and try to remember too much information, which can reduce the emotional experiences. And of course, this does not align with the majority of TikTok users' preferences.

Second, with the finding that entertainment has a significant impact on perceived enjoyment, the study suggests that entertainment is one of the key factors that marketing managers should focus on when creating short marketing videos on TikTok platform. Accordingly, marketers can enhance the entertainment value of TikTok short marketing videos by incorporating humorous or surprising elements in the initial seconds of the video, personalizing content and updating topics to align with current trends, and being creative with diverse and eye-catching visual and audio effects. Additionally, marketers should also employ storytelling techniques to build engaging scripts that naturally integrate products or brands into the narrative, avoiding content that feels overly promotional or boastful. Furthermore, brands can collaborate with influencers (KOLs/KOCs) to enhance the entertainment value of their short marketing videos. Leveraging the popularity and creativity of influencers not

only increases engagement but also makes the content more relatable and enjoyable for TikTok's youthful audience. Such collaborations can boost the appeal of marketing campaigns, further strengthening users' emotional experiences and positively influencing their impulsive purchase intentions.

Third, with the finding of a significant linkage between usefulness and perceived enjoyment, the marketing manager is advised to implement certain measures, as indicated by the research. To enhance the usefulness of TikTok short marketing videos, marketers should prioritize the dissemination of valuable content. Product or service information must be concise and clear, enabling viewers to quickly catch the essential details of the product or brand. To facilitate customers in locating products via TikTok short videos, marketing managers should incorporate succinct and impactful keywords in the video descriptions or hashtags. The description must contain the product name together with 3–5 hashtags, incorporating both product-specific and trendy hashtags with substantial search volume. As a result, the utility of these short videos will be improved, enabling consumers to decrease the time required to seek for products and brands, thereby enhancing their overall efficiency.

Fourth, with the finding of a positive relationship between aesthetic design and perceived enjoyment, this study suggests that the aesthetic aspects of marketing videos must be consciously developed and emphasized to offer users a comprehensive and gratifying aesthetic experience. Among the four factors of TikTok short marketing videos, aesthetic design is identified as the most powerful and significant influence on perceived enjoyment. Based on this finding, the study highlights the necessity for marketing managers to implement appropriate strategies aimed at enhancing the aesthetic design of short videos. Marketers must carefully evaluate factors such as color effects, lighting, graphics, composition, and other visual features during video production to accomplish this. Prioritizing these aesthetic factors can effectively elevate users' emotional experiences, thereby increasing engagement and fostering impulsive purchase intentions.

Finally, with the significant finding of a mediating bridge of perceived enjoyment in the passage to impulse behavior, the study proposes the subsequent practical implications. Given that customers are more inclined to appreciate online shopping platforms featuring engaging and informative short marketing videos, marketing managers must ensure these videos integrate elements of entertainment, usefulness, and aesthetic appeal to enhance user engagement. Heightened enjoyment during the viewing of online stores' short videos serves as a powerful trigger, significantly increasing the likelihood of impulsive purchases. Besides, marketing managers should prioritize an easy-to-use interface and Search Engine Optimization (SEO) to deliver a pleasant purchasing experience for customers. To affect customers' psychological experience and lead to enjoyment of the users, marketing managers must strategically polish the

visual design of their online store for reviews and promotions.

6. Conclusions

The study confirmed that key elements of TikTok short marketing videos shape users' impulsive purchase intentions and highlighted arousal as the core mechanism linking video exposure to impulsive buying.

Nonetheless, because of limits in time and resources, this work presents some constraints that also provide opportunities for future research. These can be summarized as follows:

Sample size and demographic scope. The study surveyed 350 respondents, mainly young people in Vietnam and primarily concentrated in Danang. Despite the author's attempts to reach a diverse range of participants within the city, the sample remains insufficient to guarantee comprehensive generalizability outside this geographical and demographic scope. Consequently, future research should consider increasing the sample size, incorporating generational comparisons, and conducting cross-cultural surveys across different regions to enhance the external validity and generalizability of the findings.

Platform scope. While this study focuses on TikTok, several emerging or rapidly evolving short-video platforms-such as Threads, Lemon8 and Snapchat Spotlight-may soon compete directly with TikTok in attracting young users and shaping impulsive buying behavior. These platforms differ in content formats, algorithmic structures, and interaction styles, potentially creating alternative pathways to impulsive purchase. Future research should therefore include comparative analyses across TikTok and these rising platforms to better understand how platform-specific design features influence impulsive consumer responses.

Explanatory variance. Perceived enjoyment constitutes 43.5% of the variance in impulsive purchase intention. This indicates the existence of other mediating characteristics that subsequent study could integrate to augment explanatory efficacy, including engagement or other flow-related variables.

Post-purchase behavior. The research does not examine the post-purchase phase in the impulsive buying process. Future study should investigate post-purchase outcomes to further the comprehension of online impulsive behavior.

In conclusion, this study demonstrated that multiple elements of short marketing videos influence users' impulsive purchase intentions; however, its key contribution lies in demonstrating how TikTok's platform-specific characteristics intensify this effect. By revealing that TikTok's highly personalized "For You" algorithm, rapid short-form content, and sound-on design heighten emotional arousal and accelerate the transition from affective stimulation to impulsive purchasing tendencies, the study clarifies the Arousal-Passage to

Impulsive Purchase. These findings provide deeper insight into why TikTok, more than other short-video platforms, creates a uniquely potent environment for impulse-driven consumer behavior.

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