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-RESEARCH ARTICLE-

THE INFLUENCE OF SHORT VIDEO MARKETING ON CONSUMERS PURCHASE BEHAVIOUR: MEDIATING ROLE OF FLOW EXPERIENCE AND MEDIA DEPENDENCE

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─Abstract─

This study investigates the influence of short video marketing on consumer purchasing behaviour, focusing on the mediating roles of flow experience and media dependence. As e-commerce platforms such as TikTok and Kuaishou increasingly shape consumer interactions, understanding their impact on buying decisions has become essential for marketers and scholars alike. The research draws upon Flow Theory and Media System Dependency Theory, employing these frameworks to analyse quantitative survey data collected from 503 participants in north-eastern China. The methodology integrates structural equation modelling (SEM) and confirmatory factor analysis (CFA) to validate

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measurement constructs and explore causal relationships among variables. The results indicate that short video marketing significantly shapes purchase decisions, both directly and indirectly. Notably, habitual engagement with media platforms emerged as a stronger predictor of buying intention than overall user experience. These insights contribute to theory by linking emotional and behavioural dimensions within digital marketing contexts and offer practical guidance for marketers seeking to enhance consumer engagement through strategies that foster lasting connections and memorable experiences.

Keywords: Short Flow Experience, Video Marketing, Purchase Behaviour, Digital Media Dependence, Marketing Frameworks

INTRODUCTION

In recent years, short video applications have significantly transformed how individuals engage with brands and make purchasing decisions in online environments. This shift has been particularly evident in China, where platforms such as TikTok (locally known as Douyin) have become central tools for businesses aiming to connect with consumers. These platforms effectively integrate entertainment, shopping, and interactive content within a single space, appealing strongly to younger audiences. By the close of 2023, approximately 1.074 billion individuals in China were using short video applications, a figure second only to the number of instant messaging users (Chen, 2022). Furthermore, over 915 million Chinese consumers participated in online shopping, with many reporting that their buying choices were shaped by content encountered through short videos (Wang, 2025). These statistics highlight the growing influence of short video platforms as powerful marketing channels that drive purchasing activity.

Despite this rapid expansion, conventional marketing theories have struggled to fully account for consumer responses to short video advertising. Traditional marketing approaches often focus on linear, one-directional advertisements, which do not align with the dynamic, emotionally engaging, and interactive nature of short video content (Na, 2023). This has created a noticeable gap in understanding that calls for deeper exploration of how short videos shape consumer buying patterns. Of particular interest are concepts such as flow experience, which describes a state of deep concentration and immersion in content, and media dependence, where individuals increasingly rely on these platforms for information, entertainment, and habitual engagement.

This study is grounded in flow theory and media dependency theory (Zhao & Wagner, 2023). Flow theory explains how individuals become so absorbed in an activity or piece of content that they lose awareness of time and surroundings, a condition that can strongly influence decision-making, including purchasing behaviour. In contrast, media dependency theory posits that as individuals engage more frequently with a given

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platform, they become more reliant on it for entertainment, news, or guidance, thereby increasing the platform's persuasive power over them (Zheng, 2023). The integration of these theories provides a useful framework for understanding the combined emotional and behavioural effects of short video content on consumer decisions over time.

The primary issue addressed in this research concerns the insufficient understanding of the psychological and behavioural processes through which short video marketing influences consumer purchasing behaviour. While previous studies have established the capacity of such platforms to boost online sales, the underlying mechanisms and contributing factors remain inadequately examined. In particular, there is limited clarity on how user experiences and habitual use shape purchase intentions. The study therefore seeks to investigate how short video marketing affects consumer buying intentions in China, with a focus on the mediating roles of flow experience and media dependence.

Research Objectives

1. To investigate the direct influence of short video marketing on the purchasing behaviour of young adult consumers in China, employing a structured quantitative research methodology.
2. To explore the intermediary function of flow experience in the association between short video marketing and consumers' intentions to purchase.
3. To assess the mediating role of media dependence in linking short video marketing with consumer purchasing behaviour.
4. To empirically test a conceptual model that integrates short video marketing, flow experience, media dependence, and consumer purchasing behaviour, using confirmatory factor analysis and structural equation modelling.
5. To determine the strength of associations between marketing elements (such as precise targeting, entertainment value, and social interaction) and psychological constructs in influencing consumer decision-making processes.

Research Questions

6. How does short video marketing influence consumer purchase behaviour within the Chinese context?
7. To what extent does flow experience function as a mediating variable in the relationship between short video marketing and consumer purchasing behaviour?
8. Does media dependence act as an intermediary in the link between short video marketing and consumer purchasing behaviour?
9. Among the components of short video marketing (precise matching, entertainment, social interaction), which exert the strongest influence on consumers' flow experience and media dependence?
10. How well does the proposed structural model correspond with the data obtained from the survey of users on short video platforms?

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LITERATURE REVIEW

Aspects of Short Video Marketing

The rapid advancement of the Internet has significantly enhanced the accessibility of short video applications such as TikTok, enabling users to engage with these platforms during their leisure time. An increasing number of businesses are recognising the strategic importance of short video marketing and are adopting these formats for advertising purposes. The study by Shen and Wang (2024) offers valuable insights and recommendations for brands and merchants aiming to implement precise and targeted marketing on short video platforms. Similarly, Huang (2021) highlights that social media marketing can elevate brand awareness and positively shape brand perception, thereby increasing consumers' likelihood of making purchases. The integration of content and promotional strategies forms the foundation of short video marketing, with mobile-based short video marketing representing the most contemporary and prominent trend in the field (Liu et al., 2023). Several investigations have emphasised that social interaction, entertainment, and content alignment are central to short video marketing, as these features enhance brand loyalty and increase consumers' purchasing propensity (Morreale, 2022).

Aspects of Flow Experience as Medium

Flow experience refers to a psychological condition in which individuals are entirely absorbed, concentrated, and engaged in an activity. This study employs experimental methods to assess the connections between perceived value, enjoyment, emotional response, and the intention to purchase. The findings demonstrate that both hedonic and utilitarian values are positively linked to purchasing intentions (Zhang & Tian, 2024). Furthermore, factors such as social identity, group norms, and social influence positively moderate the associations among flow experience, technology acceptance, and the intention to use social networking services for shopping purposes (Hyun et al., 2022). The overall effect of perceived personalisation was found to be positive, with flow experience serving as a mediating factor in these relationships (Bao & Yang, 2022). The mediating role of flow experience in shaping learning experiences has been explained through elements such as motivation, curiosity, cognitive benefits, reflective thinking, and perceived value (Guerra-Tamez, 2023). Immersion was also shown to partially mediate the link between social presence and consumers' purchase intentions, with positive emotions further strengthening this pathway (Huang et al., 2023).

Aspects of Media Dependence as Medium

Media dependence describes the degree to which individuals turn to media for information, leisure, interaction, and guidance. The interactive nature of social media facilitates rapid connections, fostering trust and enhancing the likelihood of repeat

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purchasing (Chong et al., 2018). The level of dependency on media is shaped by the extent and relevance of information it provides; the more individuals rely on media to fulfil their needs, the greater the influence it exerts (Wulandari & Rauf, 2022). The work of Meng and Leung (2021) explores how factors such as satisfaction-seeking, narcissism, and personality traits contribute to TikTok participation behaviours in China. Similarly, Vaterlaus and Winter (2021) demonstrate that TikTok's interactive features stimulate users' desire for variety and satisfaction through gamified experiences.

Short Video Marketing and Engagement

Short video marketing has emerged as a compelling means of fostering consumer engagement in contemporary markets. Platforms like TikTok and Douyin blend entertainment with commerce, enabling consumers to encounter products in engaging and often emotionally charged settings. Prior studies suggest that short videos act as stimuli that elicit emotional responses in viewers, which can translate into impulsive purchasing behaviours, consistent with the Stimulus-Organism-Response (S-O-R) model (Rizomyliotis et al., 2024). This process illustrates that viewers are not merely passive consumers of content but become emotionally and cognitively engaged, strengthening the marketing potential of these platforms. Influencers and key opinion leaders further amplify brand messaging on short video platforms, cultivating trust and emotional connection, both of which are pivotal in shaping consumer perceptions and purchase intentions (Chen & Ren, 2022).

Likewise, flow experience, which reflects deep absorption and focused engagement, has been associated with heightened attention and enjoyment in digital environments. Flow theory proposes that when users experience such deep engagement that they lose awareness of time, their attitudes towards content become more positive and their purchasing intentions stronger (Gan, 2024). Empirical research supports this view, showing that flow reinforces the impact of media exposure by enhancing both emotional and cognitive involvement (Hyun et al., 2022). Within short video marketing, immersive content is particularly effective in promoting flow states, thereby increasing purchase intention (Guerra-Tamez, 2023).

Media Dependence and Behavioural Intention

Media system dependency theory posits that individuals develop habitual reliance on media sources for information, entertainment, and decision-making support (Ferreira & Borges, 2020). As users engage more frequently with short video platforms, their trust in these platforms extends beyond content consumption to product recommendations. This repeated exposure fosters dependence, increasing the persuasive strength of embedded marketing messages (Yanti et al., 2024). Empirical evidence has shown that trust and emotional attachment to the platform play a critical role in consumer choices,

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particularly in impulsive or low-involvement purchasing situations (Wulandari & Rauf, 2022).

Conceptual Integration and Hypothesis Linkage

This research integrates Flow Theory, Media System Dependency Theory (Ball-Rokeach and DeFleur, 1976), and Uses and Gratifications Theory (UGT) to propose a model explaining the influence of short video marketing on consumer purchasing behaviour. The conceptual model suggests that short video marketing (SVM) affects consumer purchasing behaviour (PB) through both direct and indirect pathways, with flow experience (FE) and media dependence (MD) functioning as mediators.

1. Flow experience represents the cognitive and emotional immersion individuals feel during engagement with short video content, reflecting intrinsic rewards such as enjoyment and focused attention (Wang et al., 2023).
2. Media dependence captures the extent to which users rely on platforms like TikTok or Kuaishou for entertainment, information, and social connection, which fosters habitual use and trust.

The model positions SVM not merely as a marketing tool but as a driver of psychological and behavioural processes, where platform characteristics and user experiences collectively shape purchasing decisions. The proposed model, as illustrated in Figure 1, serves as the foundation for developing the hypotheses outlined in this study.

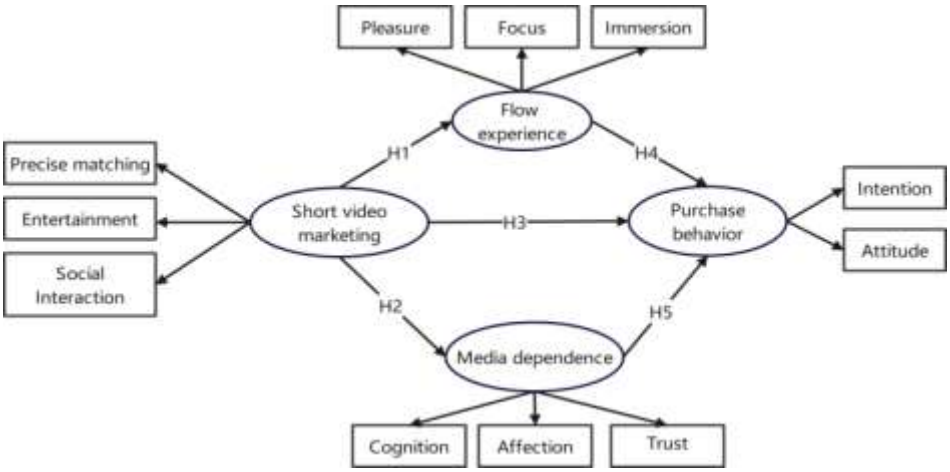

Figure 1: Conceptual Framework

Hypotheses Development

H1 Short Video Marketing → Flow Experience

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Flow Theory posits that individuals enter an optimal experiential state when they are thoroughly immersed in content that aligns with their abilities and preferences. Within the domain of short video marketing, elements such as captivating visuals, coherent storytelling, and tailored content have the potential to induce this immersive state. Empirical evidence supports the view that interactive and personalised content significantly elevates levels of enjoyment and focus, both of which are fundamental dimensions of flow (Hyun et al., 2022).

H1: *Short video marketing has a positive effect on consumers' flow experience*.

H2: Short Video Marketing → Media Dependence

Based on Media System Dependency Theory and Uses and UGT, individuals tend to form media dependencies when a platform becomes essential in meeting their informational, emotional, and social requirements. Short video platforms are specifically structured to encourage habitual engagement through algorithm-driven content suggestions, opportunities for social interaction, and built-in reward features. These design elements enhance users' attachment to the platform and foster trust in the content they consume (Wang et al., 2019).

H2: *Short video marketing has a positive effect on consumers' media dependence.*

H3: Short Video Marketing → Purchase Behaviour

Short video marketing offers immediate, immersive, and context-rich product presentations. From the UGT perspective, content that gratifies user preferences and stimulates emotional resonance (e.g., humour, aspiration) is more persuasive. Research confirms that narrative-driven and influencer-led short videos significantly increase consumer intention to explore or purchase (Jiang & Chen, 2024).

H3: *Short video marketing has a direct positive effect on consumer purchase behaviour.*

H4: Flow Experience → Purchase Behaviour (Mediated Pathway)

Flow experience contributes not only to the generation of positive emotional responses but also to increased cognitive immersion, which raises the probability of consumers taking action. Within e-commerce contexts, individuals who enter a state of flow tend to exhibit reduced resistance to persuasive messages and develop more favourable perceptions of products (Shahpasandi et al., 2020). Therefore, it is proposed that flow experience functions as a mediating factor in the link between SVM and PB.

H4: *Flow experience significantly mediates the relationship between short video marketing and purchase behaviour*.

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H5: Media Dependence → Purchase Behaviour (Mediated Pathway)

Media dependence reinforces user loyalty and fosters greater trust in content provided through the platform. When individuals habitually rely on short video platforms to fulfil decision-making and emotional needs, they become more receptive to the product-related messages embedded within these environments. This sustained reliance establishes a mechanism through which the likelihood of purchase is significantly enhanced (Lin et al., 2022).

H5: *Media dependence significantly mediates the relationship between short video marketing and purchase behaviour.*

Table 1: Summary of Hypotheses

Hypothesis	Pathway	Theoretical Basis
H1	SVM → Flow Experience	Flow Theory
H2	SVM → Media Dependence	Media System Dependency Theory / UGT
H3	SVM → Purchase Behaviour	UGT / Engagement Models
H4	SVM → Flow Experience → Purchase Behaviour	Flow Theory
H5	SVM → Media Dependence → Purchase Behaviour	Media System Dependency Theory

METHODOLOGY

Study Design

This research employed a cross-sectional design, utilising quantitative methods to examine the influence of short video marketing on consumer purchasing behaviour, with particular emphasis on the mediating roles of flow experience and media dependence. Data were obtained through a meticulously structured survey instrument, enabling statistical analysis through SEM. This methodological approach was selected to allow for the simultaneous examination of relationships among multiple latent constructs.

Sampling Strategy and Respondent Profile

The study targeted adult consumers aged 18 and above in China who regularly engage with short video applications, including TikTok (Douyin), Kuaishou, and Little Red Book, and who have prior experience purchasing through these platforms. A purposive convenience sampling strategy was adopted to ensure data quality and secure participation from users actively involved with these apps. Participants were selected based on their familiarity with e-commerce short video content, proficiency with digital

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tools, and frequency of app usage. The use of WeChat and online survey platforms facilitated broad participation while aligning with the research objectives in an efficient and accessible manner. Although peer referrals contributed to participant recruitment, this was not the primary method, making the sampling approach best characterised as convenience sampling supplemented by secondary peer referrals. In total, 503 valid responses were collected, representing a diverse group in terms of age, educational background, and levels of platform engagement. While the majority of respondents comprised university students and government employees from northeastern regions of China, individuals from other sectors also participated, reflecting a broader spectrum of users. Given that the sample provided more than 10–15 cases per estimated parameter (Ullman & Bentler, 2012), the sample size was deemed suitable for SEM.

Instrument Development and Questionnaire Design

The questionnaire was constructed using validated measurement scales adapted from previous peer-reviewed research in digital marketing, flow theory, and media dependency theory. The survey instrument included five key constructs:

1. Short Video Marketing: Measured through dimensions such as precise matching, entertainment, and social interaction.
2. Flow Experience: Operationalised using indicators for pleasure, focus, and immersion.
3. Media Dependence: Assessed via cognition, affection, and trust.
4. Purchase Behaviour: Captured through components of intention and attitude.

The items were rated on a five-point Likert scale, enabling the use of interval data for SEM analysis. Item selection was informed by established studies, including Hyun et al. (2022), Guerra-Tamez (2023), and Yanti et al. (2024), ensuring both theoretical and empirical robustness.

Instrument Validation and Pilot Testing

To ensure the instrument's validity, the initial version of the questionnaire was reviewed by two academic experts specialising in marketing and consumer behaviour. Their feedback led to minor revisions aimed at enhancing language clarity and ensuring the relevance of the measurement items. A pilot test was then conducted with 20 participants to evaluate the comprehensibility, readability, and overall usability of the questionnaire. Following the review of the pilot responses, adjustments were made to the wording of several items related to immersion and affection, ensuring improved clarity while preserving the original conceptual intent.

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Data Collection Procedure

Primary data were gathered between July and October 2024 through an online survey hosted on "Questionnaire Star", a widely used Chinese platform for survey distribution, in conjunction with a Likert scale format. The survey link was circulated via email, WeChat, and various social media platforms, encouraging participants not only to complete the questionnaire but also to share it within their networks, utilising a snowball sampling approach. Employing digital distribution methods enabled the researchers to access a broad and geographically diverse respondent pool across China, while still ensuring participation from individuals meeting the study's inclusion criteria.

Ethical Considerations

All participants were provided with a brief informed consent form outlining the purpose of the study, the voluntary nature of participation, and the assurance of complete anonymity. Only those who granted consent were permitted to take part, and no personal identifiers or sensitive data were gathered. The research was conducted in full compliance with ethical standards governing academic studies involving human subjects.

RESULTS

Descriptive Profile of Respondents

The study gathered data from 503 participants residing in the north-eastern regions of China, focusing on adults aged 18 years and older. The sample largely consisted of university students and government officials, chosen for their digital proficiency and regular engagement with short video platforms for e-commerce activities. An overview of the sample's demographic profile is presented in Table 2.

Summary Interpretation

Table 2 presents key demographic data providing a summary of respondent characteristics, with the interpretation of these findings outlined below.

1. The sample included a slightly higher proportion of female participants compared to males. The majority of users fell within the 26–35 age range (44.53%), indicating that short video usage and online shopping are predominantly associated with younger, working-age adults.
2. Nearly half of the respondents (49.90%) possessed a bachelor's degree, while approximately one quarter held postgraduate or higher qualifications.
3. In terms of income, almost 49.90% of participants reported earning between \$501 and $700 per month, reflecting their capacity to engage in regular online

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purchasing.

4. A substantial share of respondents mainly used TikTok (30.41%) and reported spending two to three hours daily viewing short video content on these platforms.
5. Most advertisers dedicated monthly budgets of $221 to $350 (40.55%) for short video marketing activities.

Table 2: Demographic Summary of Respondents (n = 503)

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	226	44.93
	Female	277	55.07
Age Group	18–25	152	30.21
	26–35	224	44.53
	36–45	74	14.71
	Over 46	53	10.53
Educational Background	Junior High School	29	5.77
	Senior High School	89	17.69
	Bachelor's Degree	251	49.90
	Master's or Above	134	26.64
Monthly Disposable Income	≤ $500	22	4.37
	$501–700	251	49.90
	$701–1200	171	33.99
	Over $1200	59	11.73
Primary Short Video App	TikTok (Douyin)	153	30.41
	Kuaishou	130	25.84
	Little Red Book	106	21.07
	Migu	83	16.50
	Other	31	6.16
Daily App Usage Time	Within 1 Hour	27	5.36
	1–2 Hours	115	22.86
	2–3 Hours	230	45.72
	3–6 Hours	76	15.10
	More than 6 Hours	55	10.93
Monthly Spending via Short Video Marketing	Less than $80	18	3.57
	$81–220	76	15.10
	$221–350	204	40.55
	$351–500	101	20.07
	Over $500	104	20.67

Descriptive Statistics of Constructs

This section reports the descriptive statistics for the latent constructs examined in the study, covering minimum and maximum values, means, standard deviations, skewness,

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and kurtosis. These statistical indicators support the evaluation of central tendency and the assessment of normality assumptions necessary for conducting SEM. A comprehensive summary of these results is presented in Table 3.

Table 3: Descriptive Statistics of Latent Variables (n = 503)

Construct	Min	Max	Mean	SD	Skewness	Kurtosis
Precise Matching	1.000	5.000	3.804	0.915	1.006	-1.404
Entertainment	1.000	5.000	3.840	0.902	0.951	-1.394
Social Interaction	1.000	5.000	3.783	0.933	1.024	-1.321
Pleasure	1.000	5.000	3.758	0.926	1.094	-1.126
Focus	1.000	5.000	3.617	0.950	1.207	-0.945
Immersion	1.000	5.000	3.704	0.947	1.113	-1.149
Cognition	1.000	5.000	3.628	0.940	1.159	-0.860
Affection	1.000	5.000	3.385	0.976	1.318	-0.608
Trust	1.000	5.000	3.667	0.943	1.121	-0.842
Intention	1.000	5.000	3.498	0.945	1.149	-0.725
Attitude	1.000	5.000	3.476	0.950	1.154	-0.745

Interpretation

The descriptive statistics for the latent variables, as presented in Table 3, provide valuable insight into the participants' responses. The results show that the overall assessment of the constructs is moderately positive, with mean values generally falling between 3.5 and 3.9. This indicates that respondents tended to agree with the statements relating to the various constructs. Among the measured dimensions, Entertainment reported the highest mean (M = 3.840), closely followed by Precise Matching (M = 3.804). These outcomes suggest that participants place particular importance on engaging and personalised content when interacting with short video marketing platforms. Such findings are consistent with current literature, which identifies entertainment and personalisation as key factors driving consumer engagement.

In contrast, Affection (M = 3.385) and Intention (M = 3.498) recorded the lowest mean values, pointing to relatively cautious emotional involvement and purchase intention among participants. This may reflect a gap between user engagement on the platform and actual purchasing behaviour, highlighting an area that merits further investigation. The skewness and kurtosis values for all constructs fall within acceptable limits, supporting the conclusion that the data are approximately normally distributed. Most skewness values were close to 1.0, while all kurtosis values were below 3, confirming that the data exhibit a near-standard distribution. Consequently, the dataset is appropriate for applying CFA and SEM.

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Reliability Analysis

To assess the consistency of scale application across constructs, Cronbach's alpha values and corrected item-total correlations (CITC) were calculated. According to Nunnally (1978), an alpha coefficient of 0.70 or higher indicates acceptable reliability, while values exceeding 0.80 reflect strong internal consistency. In addition, CITC values greater than 0.40 demonstrate that an item contributes effectively to the measurement of the construct. As presented in Table 4, all constructs in this study exhibited high internal consistency. The Cronbach's alpha coefficients ranged from 0.824 to 0.906, surpassing the recommended thresholds. These results confirm that the scales employed to measure the variables were reliable and consistent, providing a sound basis for further analysis.

Table 4: Reliability Analysis of Constructs

Construct	Items (Q#)	Cronbach's Alpha	Min CITC	Max CITC
Precise Matching	Q9–Q12	0.859	0.680	0.731
Entertainment	Q13–Q16	0.845	0.636	0.730
Social Interaction	Q17–Q20	0.865	0.692	0.759
Pleasure	Q21–Q23	0.857	0.678	0.770
Focus	Q24–Q26	0.882	0.701	0.813
Immersion	Q27–Q29	0.848	0.678	0.746
Cognition	Q30–Q32	0.864	0.680	0.776
Affection	Q33–Q35	0.900	0.765	0.827
Trust	Q36–Q38	0.824	0.667	0.690
Intention	Q39–Q43	0.906	0.748	0.780
Attitude	Q44–Q48	0.905	0.728	0.797

Interpretation

All constructs reported in Table 4 demonstrated notably high internal consistency. The strongest reliability was observed for Intention (Cronbach's alpha = 0.906) and Attitude (Cronbach's alpha = 0.905), both indicating highly dependable measurement scales. The Affection construct also exhibited excellent reliability, with an alpha value of 0.900 supported by strong CITC scores. Although Trust recorded the lowest alpha coefficient at 0.824, this value remains well above the commonly accepted threshold of 0.70 and is therefore considered robust. Every item within the constructs achieved a high CITC score, confirming that all questions were well aligned with their respective scales. No items required elimination, underscoring the consistency of the measurement instruments. These findings suggest that the scales employed in this study are reliable and suitable for subsequent analyses, including validity testing and the development of structural models.

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Validity Analysis

The study assessed the suitability of the constructs for factor analysis and structural validity testing by applying the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity. These tests help determine whether the data structure is appropriate for identifying underlying factors. In line with Kaiser (1974), KMO values exceeding 0.70 are regarded as acceptable, while a significant Bartlett's test result ($p < 0.05$) confirms that the correlations among items are sufficient to proceed with factor analysis. The detailed outcomes are provided in Table 5.

Table 5: KMO and Bartlett's Test Results

Construct	KMO	Chi-Square (χ^2)	df	P-Value
Short Video Marketing	0.908	3067.124	66	0.000
Flow Experience	0.836	2497.236	36	0.000
Media Dependence	0.841	2508.235	36	0.000
Purchase Behaviour	0.944	3380.230	45	0.000

As indicated in Table 5, all constructs recorded KMO values exceeding 0.80, demonstrating strong sampling adequacy and confirming that the dataset was appropriate for factor analysis. The highest KMO value was observed for the Purchase Behaviour construct (0.944), followed closely by Short Video Marketing (0.908), reflecting a high degree of internal consistency and inter-item correlation within these constructs. Furthermore, Bartlett's Test of Sphericity produced statistically significant results for all constructs ($p < 0.001$), indicating that the observed correlations among items were sufficiently strong to warrant the application of factor analysis. This confirms that the measurement items functioned in a coherent and non-random manner. Overall, these findings validate the structural soundness of the constructs, both statistically and conceptually, thereby supporting their use in subsequent stages of the research, including CFA, hypothesis testing, and SEM.

Confirmatory Factor Analysis (CFA)

CFA for Short Video Marketing

The reliability of the Short Video Marketing construct was evaluated through CFA using AMOS 26. This construct comprises three underlying dimensions: Precise Matching, Entertainment, and Social Interaction, each represented by four observed indicators. The purpose of this analysis was to assess the reliability and validity of the latent construct and to determine whether its measurement structure was suitable for inclusion in the overall structural model. The results of CFA are presented in Figure 1 (Measurement Model of Short Video Marketing) and summarized in Tables 6 and 7.

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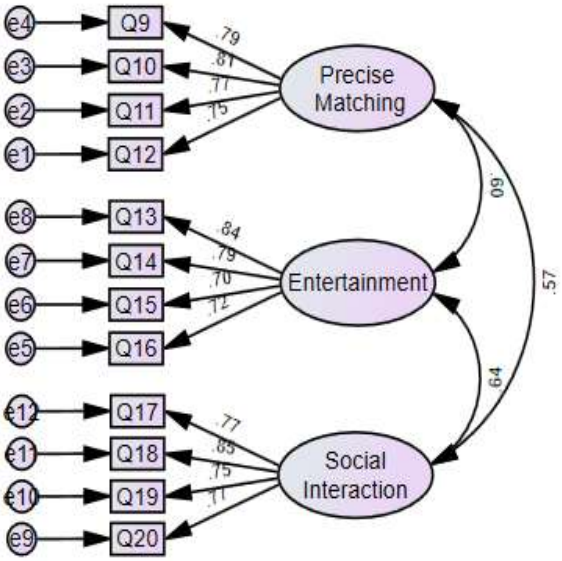

Figure 1: Measurement Model of Short Video Marketing

Factor Loadings and Measurement Validity

As shown in Table 6, all factor loadings exceeded 0.70 and were statistically significant at p = 0.001, demonstrating that each observed variable was strongly associated with its corresponding latent construct. For example, item Q18, representing Social Interaction, achieved the highest loading (0.853), while item Q15, linked to Entertainment, recorded the lowest (0.701), though still within acceptable thresholds. These findings confirm that the selected indicators reliably reflect their respective dimensions.

Table 6: Standardized Factor Loadings for Short Video Marketing

Dimension	Item (Q#)	Standardized Loading
Precise Matching	Q9–Q12	0.750 – 0.807
Entertainment	Q13–Q16	0.701 – 0.835
Social Interaction	Q17–Q20	0.751 – 0.853

Convergent Validity

Convergent validity was evaluated by examining both the AVE and CR, as summarised in Table 7. In line with Fornell and Larcker (1981), AVE values of at least 0.50 and CR values exceeding 0.70 are considered acceptable. All AVE scores in this study ranged from 0.582 to 0.617, comfortably surpassing the minimum requirement, while CR values fell between 0.847 and 0.866, exceeding the recommended threshold. These outcomes confirm that each sub-construct possesses strong convergent validity and internal consistency.

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Findings from the CFA confirm that the short video marketing measurement model employed in this study demonstrates both reliability and validity. The three core dimensions—Precise Matching, Entertainment, and Social Interaction—were each effectively represented by their respective items, accurately reflecting the intended aspects of the construct. The high CR values, all exceeding 0.70, confirm strong internal consistency across the scales. Similarly, AVE scores above the 0.50 threshold support adequate convergent validity. Collectively, these results indicate that the model is not only statistically sound but also conceptually coherent. The data further suggest that respondents were able to clearly distinguish among the construct's dimensions and responded in ways that align with their actual experiences of short video marketing. Consequently, the measurement model can be regarded as both robust and credible, rendering it appropriate for subsequent structural model testing.

Table 7: Convergent Validity for Short Video Marketing

Dimension	AVE	CR
Precise Matching	0.606	0.860
Entertainment	0.582	0.847
Social Interaction	0.617	0.866

CFA for Flow Experience

CFA was carried out to evaluate the validity of the Flow Experience construct, which consists of three principal dimensions: Pleasure, Focus, and Immersion. Each of these dimensions was assessed through three observed indicators (items Q21–Q29). The model estimation was performed using the maximum likelihood approach in AMOS 26. The structure of the corresponding measurement model is depicted in Figure 2. The standardised factor loadings presented in Table 8 indicate that all observed items are significantly and strongly associated with their respective latent constructs. Each loading surpassed the recommended minimum threshold of 0.70, ranging between 0.744 and 0.912, thereby confirming the reliability of the measurement items. The highest loading was recorded for item Q24 (Focus = 0.912), highlighting that attentional absorption plays a particularly prominent role in shaping the flow experience during interactions with short video content.

Table 8: Standardized Factor Loadings for Flow Experience

Dimension	Items (Q#)	Standardized Loadings
Pleasure	Q21–Q23	0.747 – 0.871
Focus	Q24–Q26	0.744 – 0.912
Immersion	Q27–Q29	0.754 – 0.852

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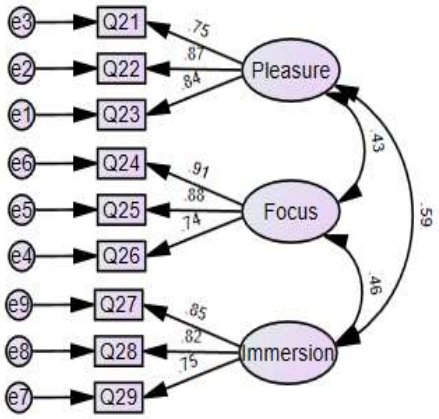

Figure 2: Measurement Model of Flow Experience

Convergent Validity

Table 9 presents the results for AVE and CR. All AVE values were above the recommended minimum of 0.50, falling between 0.654 and 0.722, while CR values ranged from 0.850 to 0.885, surpassing the accepted threshold of 0.70. These outcomes confirm that the sub-dimensions of flow experience demonstrate satisfactory convergent validity and strong internal consistency. The items associated with each dimension reliably captured the intended latent constructs.

Table 9: Convergent Validity for Flow Experience

Dimension	AVE	CR
Pleasure	0.674	0.860
Focus	0.722	0.885
Immersion	0.654	0.850

Discriminant Validity

Discriminant validity was evaluated using the Fornell–Larcker criterion, which requires that the square root of the AVE for each construct exceeds its correlations with other constructs. As reported in Table 10, the diagonal values (√AVE) for all dimensions are higher than their respective inter-construct correlation coefficients. For instance, the √AVE for Pleasure (0.821) surpasses its correlation with Immersion (0.593), thereby confirming that each dimension is distinct and adequately discriminated from the others. The CFA results establish that the Flow Experience construct demonstrates both validity and reliability within the context of this study. All three dimensions—Pleasure, Focus, and Immersion—showed strong factor loadings, robust internal consistency, and acceptable levels of convergent and discriminant validity. These outcomes confirm that the measurement model is sound and appropriate for incorporation into the broader

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structural model for further analysis.

Table 10: Discriminant Validity Matrix for Flow Experience

	Pleasure	Focus	Immersion
Pleasure	0.821		
Focus	0.432	0.850	
Immersion	0.593	0.457	0.809

CFA for Media Dependence

CFA was performed to validate the factor structure of the Media Dependence construct, which comprises three key dimensions: Cognition, Affection, and Trust. Each of these dimensions was assessed through three observed indicators (Q30–Q38), with model estimation conducted using the maximum likelihood method in AMOS 26. The measurement model corresponding to this construct is illustrated in Figure 3.

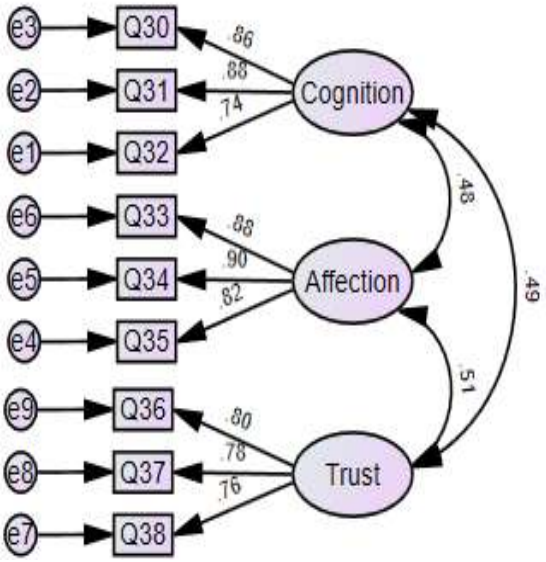

Figure 3: Measurement Model of Media Dependence

As shown in Table 11, all standardised factor loadings exceeded the recommended threshold of 0.70, ranging from 0.741 to 0.902, with each path coefficient reaching statistical significance at $p < 0.001$. The highest loading was recorded for item Q34 within the Affection dimension (0.902), emphasising the critical role of emotional attachment in shaping users' dependence on short video platforms. The lowest loading, though still within acceptable limits, was found for item Q32 under the Cognition dimension (0.741), indicating a comparatively weaker but nonetheless reliable contribution to the cognitive component of media dependence.

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Table 11: Standardized Factor Loadings for Media Dependence

Dimension	Items (Q#)	Standardized Loadings
Cognition	Q30–Q32	0.741 – 0.875
Affection	Q33–Q35	0.817 – 0.902
Trust	Q36–Q38	0.762 – 0.804

Convergent Validity

Convergent validity was evaluated by examining the AVE and CR values. As detailed in Table 12, all AVE scores were greater than 0.50, and all CR values exceeded 0.70, meeting established criteria for acceptable convergent validity and internal consistency. Among the dimensions, Affection reported the highest AVE (0.753) and CR (0.901), indicating particularly strong reliability and construct validity for this component of media dependence.

Table 12: Convergent Validity for Media Dependence

Dimension	AVE	CR
Cognition	0.688	0.868
Affection	0.753	0.901
Trust	0.610	0.824

Discriminant Validity

Discriminant validity was verified through the Fornell–Larcker criterion, which requires that the square root of each AVE exceeds the correlations between that construct and others. As indicated in Table 13, this condition was satisfied across all dimensions, demonstrating that each construct is empirically distinct. For instance, the square root of AVE for Affection (0.868) was higher than its correlation with Trust (0.509), providing clear evidence of discriminant validity. The CFA results confirm the validity of the Media Dependence measurement model. All items showed strong loadings, with AVE and CR indicating sound convergent validity. Clear discriminant validity was also observed, supporting Cognition, Affection, and Trust as distinct yet related dimensions suitable for inclusion in the structural model.

Table 13: Discriminant Validity Matrix for Media Dependence

	Cognition	Affection	Trust
Cognition	0.829		
Affection	0.479	0.868	
Trust	0.489	0.509	0.781

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CFA for Purchase Behavior

CFA was conducted to assess the construct validity of Purchase Behaviour, defined by two dimensions: Purchase Intention and Purchase Attitude. Each sub-construct was measured using five items, totalling ten items (Q39–Q48). The analysis employed maximum likelihood estimation in AMOS 26, with the corresponding structural diagram presented in Figure 4. As shown in Table 14, all standardised factor loadings were statistically significant and exceeded the recommended minimum of 0.70, with values ranging from 0.770 to 0.850. These results confirm that each item was strongly linked to its respective latent construct. The highest loading was observed for item Q47 within the Attitude dimension (0.850), highlighting the prominent role of affective evaluation in shaping consumer responses. The lowest loading, recorded for item Q43 in the Intention dimension (0.770), still met acceptable reliability standards, demonstrating the robustness of the measurement model.

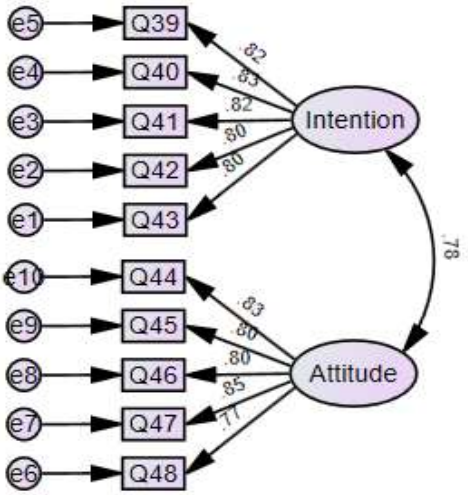

Figure 4: Measurement Model of Purchase Behaviour

Table 14: Standardized Factor Loadings for Purchase Behaviour

Dimension	Items (Q#)	Standardized Loadings
Intention	Q39–Q43	0.770 – 0.830
Attitude	Q44–Q48	0.770 – 0.850

Convergent Validity

To evaluate convergent validity, AVE and CR were calculated. As indicated in Table 15, both constructs exceeded the 0.50 criterion for AVE (Intention = 0.659, Attitude = 0.656) and demonstrated CR values significantly above the 0.70 threshold, with both exceeding 0.90. These findings confirm that the constructs exhibit strong internal consistency and satisfactory convergent validity.

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Table 15: Convergent Validity for Purchase Behaviour

Dimension	AVE	CR
Intention	0.659	0.906
Attitude	0.656	0.905

Discriminant Validity

Discriminant validity was assessed through the Fornell–Larcker criterion. As presented in Table 16, the square root of the AVE for each construct was greater than the correlation between the constructs. For example, the square root of AVE for Intention (0.812) exceeded its correlation with Attitude (0.777), thereby confirming the presence of discriminant validity. The CFA results confirm that the Purchase Behaviour measurement model is both reliable and valid. The model exhibits strong standardised factor loadings, excellent internal consistency, and satisfactory convergent and discriminant validity. The two sub-dimensions, Purchase Intention and Purchase Attitude, were demonstrated to be dependable, clearly distinguishable, and conceptually consistent. These findings affirm the appropriateness of including these constructs in the structural equation model for subsequent hypothesis testing.

Table 16: Discriminant Validity Matrix for Purchase Behaviour

	Intention	Attitude
Intention	0.812	
Attitude	0.777	0.810

Structural Model and Hypothesis Testing

After confirming construct validity through CFA, SEM was employed to examine the causal relationships among the latent variables in accordance with the proposed hypotheses (H1–H5). The structural model assessed both the direct and indirect influences of SVM on Purchase Behaviour (PB), with FE and MD acting as mediating variables. The analysis utilised the maximum likelihood estimation technique within AMOS 26. The structural model is illustrated in the Structural Equation Model Diagram (Figure 5). A summary of the model fit indices is provided in Table 17.

Table 17: Structural Model Fit Indices

Fit Index	Threshold	Observed Value
CMIN/DF	< 3.00	1.949
RMSEA	< 0.06	0.043
CFI	> 0.95	0.977
GFI	> 0.90	0.975
TLI	> 0.95	0.966

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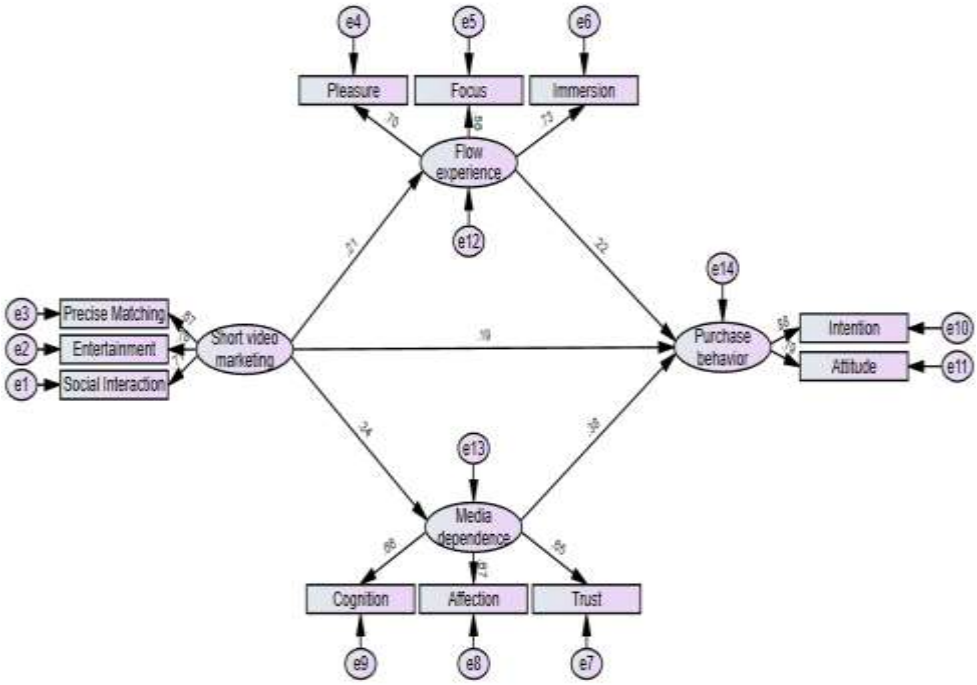

Figure 5: Structural Model and Hypothesis Testing

Model Fit Indices

To assess the suitability of the structural model, several fit indices were analysed. The results demonstrate a satisfactory model fit.

1. Chi-square divided by degrees of freedom (CMIN/DF) was 1.949, which falls within the acceptable limit of less than 3.
2. The Root Mean Square Error of Approximation (RMSEA) was 0.043, indicating a good fit as values below 0.06 are preferred.
3. The Comparative Fit Index (CFI) reached 0.977, exceeding the recommended threshold of 0.95.
4. The Goodness-of-Fit Index (GFI) was 0.975.
5. The Tucker-Lewis Index (TLI) was 0.966.

Taken together, these indices provide strong evidence that the structural model corresponds well with the observed data.

Hypothesis Testing Results

The findings from hypothesis testing are presented in Table 18, which includes standardised path coefficients, critical ratios, and p-values. All proposed hypotheses

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(H1–H5) were supported with statistical significance at $p < 0.001$, confirming both the direct and indirect effects as anticipated by the theoretical framework.

1. H1: SVM → Flow Experience ($\beta = 0.214$, $p < 0.001$)
2. H2: SVM → Media Dependence ($\beta = 0.343$, $p < 0.001$)
3. H3: SVM → Purchase Behaviour ($\beta = 0.187$, $p < 0.001$)
4. H4: SVM → FE → PB ($\beta = 0.065$, $p < 0.001$)
5. H5: SVM → MD → PB ($\beta = 0.182$, $p < 0.001$)

Table 18: Hypothesis Testing Results

Hypothesis	Path	Standardized β	P-Value	Supported
H1	SVM → Flow Experience	0.214	< 0.001	Yes
H2	SVM → Media Dependence	0.343	< 0.001	Yes
H3	SVM → Purchase Behaviour	0.187	< 0.001	Yes
H4	SVM → FE → PB	0.065 (Indirect)	< 0.001	Yes
H5	SVM → MD → PB	0.182 (Indirect)	< 0.001	Yes

The SEM findings demonstrate that SVM has a significant direct effect on both FE and MD, which subsequently exert substantial influence on PB. Of particular note, the indirect effect mediated by MD ($\beta = 0.182$) was stronger than that mediated by FE ($\beta = 0.065$), indicating that habitual reliance on short video platforms plays a more influential role in shaping consumers' purchasing decisions. These results suggest that SVM impacts consumer behaviour via two primary pathways—emotional engagement and the extent of platform dependence. Both mechanisms interact in distinct ways to affect users' cognitive and behavioural responses towards purchasing.

The structural model confirmed all hypothesised relationships, providing robust evidence that these psychological mediators, such as users' affective states during video consumption and their habitual platform use, are critical to understanding how short video content influences purchase intentions. These findings contribute valuable theoretical insights to the field of digital marketing and offer practical implications for marketers. To enhance consumer engagement effectively, marketers should move beyond merely focusing on visual appeal or isolated interactions and instead aim to cultivate sustained trust and habitual use through the delivery of consistent and meaningful content experiences.

Summary of the Results Section

The results confirmed that all measurement models were valid and reliable. Descriptive analysis showed higher ratings for entertainment and content targeting, with lower scores for affection and purchase intention. CFA verified strong internal consistency and validity. SEM results supported H1 to H5, showing that short video marketing

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enhanced flow experience and media dependence, both of which positively influenced purchase behaviour. Media dependence had a stronger effect, highlighting the role of trust and habitual use over momentary enjoyment. These findings support the theoretical framework and offer practical guidance for marketers using short-form video content.

DISCUSSION

This study investigated the influence of SVM on consumer decisions, focusing on FE and MD as mediating variables. Drawing on Flow Theory and Media System Dependency Theory, the research elucidated how users engage with media on multiple levels (Biasutti, 2011). The findings indicate that SVM not only attracts attention but also significantly affects purchase intentions by engaging consumers emotionally and fostering habitual platform use over time (Jiang et al., 2024). Descriptive statistics identified entertainment and precise content matching as the highest-rated aspects of SVM, corroborating Wingdes and Luwuk (2023) observation that the immersive and entertaining features of short videos enhance positive user evaluations. However, lower scores for affection and purchase intention suggest a more cautious consumer stance despite high engagement, consistent with Ngo et al. (2023) findings that enjoyment does not always directly translate into buying intention.

The structural model supported all five hypotheses (H1–H5), confirming SVM as a significant antecedent of both FE and MD. Notably, MD exerted a stronger indirect effect on PB than FE, extending prior research by emphasising the enduring behavioural consequences of platform dependence. This finding aligns with Yanti et al. (2024), who underscored the importance of habitual use and trust in digital content for shaping consumer behaviour. The mediating role of FE aligns with Guerra-Tamez (2023) work, highlighting that cognitive immersion enhances engagement and behavioural willingness. Participants reporting greater enjoyment, focus, and immersion exhibited more favourable purchasing attitudes. Nonetheless, FE's mediating influence was less pronounced than that of MD, indicating that habitual, repeated platform use may have a more substantial impact on consumer decisions than transient emotional states. In essence, habitual engagement appears to outweigh momentary enjoyment in influencing purchase behaviour.

These insights suggest that digital marketing strategies should extend beyond entertainment or visual appeal to foster enduring consumer relationships. Marketers are encouraged to prioritise personalised recommendations, trusted influencers, and features that encourage sustained user engagement (Yu et al., 2024). As platforms like TikTok evolve into multifunctional ecosystems, ongoing user attachment may prove more effective in driving sales than isolated viral content (Alhanatleh et al., 2023). From a theoretical perspective, this study addresses a gap by demonstrating that SVM

operates through a combination of FE and MD (Li, 2025). This advances traditional marketing theories that often focused primarily on logical messaging. In today's mobile and media-rich environment, consumer choices are shaped by the interplay of experience, habit, and emotion. This research contributes both theoretically and practically by offering a validated framework explaining consumer responses to SVM. For practitioners, it provides guidance on enhancing engagement and improving conversion rates. Future research might explore how these dynamics manifest across other platforms or examine shifts in MD as user habits evolve over time.

CONCLUSION

This study explored the influence of short video marketing on consumer purchase decisions, focusing on the roles of flow experience and media dependence. Grounded in Flow Theory and Media System Dependency Theory, the research model examined how usage patterns and reliance affect purchasing outcomes. Findings revealed that short video marketing impacts purchase intention directly and through emotional engagement and habitual platform use. Media dependence had a stronger influence than flow experience, highlighting the importance of trust and routine over momentary enjoyment. Flow still contributed by enhancing engagement during viewing. The study connects emotional responses with long-term behaviour, showing that digital actions are shaped by both feelings and habits. For marketers, this suggests prioritising trust-building strategies, personalised content, and community engagement over entertainment alone. The proposed model offers a structured lens to assess user behaviour in short video contexts and encourages further research across different platforms, regions, and user trends.

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