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Erasmus School of Economics | Master's in Marketing

Beyond the Scroll
The impact of Short-Form Videos on Purchase Intention[1]

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Abstract

This study examines how short-form videos influence consumer's purchase intention in the digital landscape. While previous research emphasizes the significance of short-form videos in driving consumer engagement, there remains a gap in understanding how the source of these short-form videos—whether created by influencers or brands—differently impacts consumer behaviour. By conducting an online survey, this research addresses this gap by examining the influence of short-form videos on purchase intention, and testing the meditation impact of consumer engagement, and moderation of gender and product type (hedonic vs. utilitarian). The results reveal that consumer engagement in short-form videos increases purchase intention. However, the direct effect of video type on purchase intention is not significant, as gender and product type do not significantly moderate these relationships. These insights are crucial for companies aiming to optimize their marketing strategies, highlighting the importance of engagement in influencing consumer behaviour. Future research should examine how different content types and platform dynamics influence purchase intention, considering cultural and demographic diversity.

Keywords: Short-Form Videos | Digital Consumer Engagement | Purchase Intention | Social Media | Survey | Mediation Analysis

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1. Introduction and Research Question

In the contemporary landscape, social media is constantly evolving. This evolution has empowered platforms and creators to reshape the marketing dynamics between companies and users (Jung, 2022). For instance, consumers have an increased influence in the digital landscape, placing a higher emphasis on marketing products and companies through social media channels and drawing insights from the shared experiences of fellow consumers (Baumol, 2016). In today's hyper-saturated e-commerce landscape, short-form videos have emerged as a vital tool in digital marketing strategies. While numerous studies have underscored their significance in driving consumer engagement, this is still evolving. Existing research, predominantly based on surveys, has highlighted aspects like community building, gratification, and audience identification (Xiao, 2023).

However, despite the benefits of personalized content, there remains a significant gap in comprehending how various types of short-form videos—ranging from influencer-driven to business-oriented content—affect consumer engagement and overall purchase intention. As platforms and creators continue to shape marketing interactions, recognizing the significance of these factors enables companies to effectively connect with diverse audiences and leverage the power of social media in driving brand awareness and loyalty.

1.1. Importance of Short-form Videos in Social Media Marketing and RQ

By using various social networks, companies are now able to deliver products and promote services more effectively and quickly with short-form videos. Research indicates that 85% of consumers exhibit a preference for videos lasting 15 seconds or less, significantly elevating their willingness to engage 2.5 times than long-form videos with such marketing content (Southern, 2024). The market for short-form videos is growing, with the global online video platform market reaching $1.17 billion in 2020 and projected to hit $3.35 billion by 2027.

Particularly, watching short-form videos, especially on mobile devices, has become the primary means for consumers to consume information, making platforms like TikTok, YouTube Shorts, and Instagram Reels key for marketing deliveries (Hong Liu, 2023). TikTok

is the most used social media platform, in which people spend approximately 53.8 minutes per day in the US, according to Statista, 10 minutes more than other platforms.

In contrast to traditional media like TV ads, the interaction between audiences and marketing content in social media is marked by a higher degree of autonomy. Audiences have greater flexibility in selecting the content they wish to engage with. Yet, there's a growing expectation among audiences for a more profound connection to the content they consume (Hong Liu, 2023). Moreover, these videos offer an increased accessibility and shareability, leading to higher visibility conversion rates, and broader audience reach, thereby fostering higher levels of engagement (DeLane, 2023). Recognizing this impact on social media have intensified efforts to understand this impact in international markets and different products (Jung, 2022). While previous research as explored the mediating role of consumer engagement, the specific influence on purchase intention moderated by product type and gender remains unclear.

With this, the research plans to answer the following Research Question: *"How does the adoption of short-form videos featuring influencers and brands in new social media marketing strategies influence purchase intention, mediated by consumer engagement? Moreover, how do gender and product type (hedonic vs. utilitarian) moderate this effect?".* The relevance of this question lies in the evolution of the social media marketing landscape, particularly regarding short-form videos. Understanding how the adoption of these videos specifically impacts purchase intent and consumer engagement is crucial for companies looking to optimise their marketing strategies. Furthermore, considering the moderating effects of gender and product type adds depth to this research, as it acknowledges the nuanced ways that different demographic factors and product characteristics can influence consumer behaviour in the context of short-form video marketing.

1.2. Influencer vs. Traditional Business Short Form Videos

Social media marketing is crucial in creating direct and personalized connections with consumers across diverse platforms (Farook, 2016). This study aims to assess the impact of content generated by both companies and influencers on consumer engagement. While previous research has explored the effects of each type of content individually (e.g., Farook et al., 2016; Bansal et al., 2023), there remains a gap in comparing these two forms, particularly

in the realm of short-form videos. Since influencer marketing has grown in value ($8b between 2016 and 2020) (Bansal et al., 2023), this comparison is vital for companies who seek to determine the most effective social media marketing strategy, whether it involves creating their own content or collaborating with influencers to promote their products or services.

In today's digital landscape, influencer marketing has began more popular, providing companies with a means to attract more consumers by leveraging influencers' experiences with their products or services on digital platforms. The study made by Bansal et al. (2023) highlightted the active presence of consumers on social media and their inclination to follow digital influencers, suggesting that practitioners should harness these influencers to engage customers and boost product sales. Conversely, the designation of the Traditional Business (brand) variable refers to videos produced directly by the company in the form of short-form content. This encompasses all marketing videos created by the company itself in the specified format.

Overall, this underscores the need to assess consumer purchase intention and evaluate the effectiveness of marketing strategies, including content from both brands and influencers, particularly in short-form videos.

1.3. Academic, Managerial and Societal Contributions

The exploration of short-form videos in social media marketing offers significant academic, managerial, and societal contributions.

While existing studies, such as those that reflect the impact of the overall social media parameters in consumer engagement and purchase intention (e.g. Bansal, 2023), or the role of informational vs. entertaining short form videos on consumer buying decisions (e.g. Liu, 2023), there is still a gap in literature in this emerging topic. Academically, understanding the impact of short-form videos on purchase intention fills a gap in existing research by examining the mediation of consumer engagement and the moderating effects of gender and product type. Adding to this, the type of content (influencer content vs. traditional business content) will be useful to scholars, who can enrich marketing theory and provide actionable insights for marketing research.

Managerially, insights gained from this research can inform companies' marketing strategies. Recognising the influence of short-form videos on purchase intention and consumer engagement enables businesses to optimise their content creation and distribution across various social media platforms. Moreover, understanding the differential effects of influencer-generated and traditional business-generated content helps companies make informed decisions about their marketing approaches, whether through collaboration with influencers or internal content production.

Societally, this research contributes to a broader understanding of the digital landscape and its implications for consumer behaviour. As social media platforms continue to shape communication and e-commerce, insights into the effectiveness of short-form videos in driving engagement and purchase intent are relevant for individuals, businesses, and policymakers, by considering the moderating effects of gender and product type. In addition, an in-depth understanding of the latter in consumer attitudes towards short-form video marketing can help create content and campaigns for specific targets and audiences for better results. Overall, understanding the impact of short-form videos on consumer behaviour can help stakeholders make informed decisions in an increasingly digital marketplace.

2. Literature Review

2.1.Theoretical Background

In the literature, the theories taken into consideration into similar studies are rooted especially in the SOR (Stimulus, Organism, Response) Model, Uses and Gratification (U&G) Theory and Signalling Theory. Each of them provides insights regarding short-form videos.

2.1.1. SOR Model: Stimulus, Organism, Response

The SOR (Stimulus-Organism-Response) Model is significantly related to short-form videos, such as those on TikTok, by illustrating how these video features act as stimuli that impact users' emotional and psychological states (the organism), eventually leading to addictive behaviours (responses) (Tian et. al, 2023). In the study by Shi et al. (2023), the characteristics of short video platforms such as information quality, system quality, and service quality act as stimuli that increase users' perceived control and pleasure. These positive internal

experiences, in turn, have a positive effect in the willingness to share marketing information by social media users. The research is important for understanding consumer engagementt, highlighting the significance of platform quality in creating positive user experiences that drive content sharing. Furthermore, in similar studies, Tian et. al (2023) concluded by using the SOR model that users repeatedly engage with these videos to sustain positive emotions or alleviate negative ones, which fosters addiction. Overall, these studies emphasize the need for high-quality platform features to foster user engagement and increase the dissemination of marketing information, thereby optimizing marketing strategies and effectiveness on short video platforms.

2.1.2. U&G and Signalling Theories

The U&G focuses on how individuals use social media to fulfil various needs that occur from their social environment, motivating media usage, explaining not only the causes of the latter but also the outcomes. This theory has been widely applied to study consumer motivations and behaviours, particularly in voluntary media use. A study made by Xiao et. al (2023) states that users, according to U&G theory, actively engage with media to satisfy specific needs, being that utilitarian, hedonic or falling into other social categories, which also applies to influence in engagement.

To better understand engagement, U&G theory is study alongside with Signaling Theory (Xiao et. al, 2023) study. Signaling theory explains situations where two parties, the sender, and the receiver, have access to different types of information. This theory is widely used to understand the impact on advertisement on the consumers and evaluate their engagement leading to an increase or decrease of the intention of purchase (Connelly, 2011). In this specific case, the sender is a brand or an influencer that communicates products in their short-form videos, leaving the content to be interpreted by the consumer, the receiver.

In the light of the discovered findings, the following implications for consumer engagement such as likes, comments and shares, have been made by Xiu et. al. (2023). Consumer engagement is consistent with the notion that performance expectancy has a positive direct effect on comments, while entertainment has a positive effect on all engagement behaviours, tie strength appears to positively influence engagement in all these behaviours and a relational sales approach leads to significantly more engagement than a transactional

approach. Using signaling theory expands knowledge on how to create short-form video advertisements that positively influence consumer engagement, with consideration for the purchase intention process (Xiao et. al., 2023). The question in interest is how important the moderating impact of product type on consumer engagement is and how it affects purchase intention when consumers are exposed to short-form video content. Furthermore, similar studies (e.g. Hajdarmataj et. al., 2023) reassessed the U&G theory, which traditionally applied to older media forms, revealing its relevance and adaptability to new media technologies, emphasizing users' active participation and the diverse motivations driving their media choices (Hajdarmataj et. al., 2023).

2.2. Literature Review

Table 1 provides information about some of the references used. It distinguishes the Short-Form Video and Social Media topics accompanying its limitations. In addition, literature on the importance of product type and gender is also considered. The existing papers have provided evidence on the relationship between marketing, short-form videos, consumer engagement and purchase intention.

2.2.1. Defining short-form videos in digital marketing

In most recent years, short-form videos have been a driving trend in social media, characterized by vertical videos with less than a minute. In Figure 1, it can be seen the basic short-form video layout, common in the most used social media platforms. The user can like, comment, and share the video on social media.

Figure 1: Short-Form Video Layout

Gaining unprecedent popularity, this trend is likely to continue due to its easily accessibility, free use, ease of creation, and personalized and diverse content (Potrel, 2022). Furthermore, creators, being those brands or influencer try to create entertaining comedy, dancing, cooking, and other day-to-day activities videos to connect with the viewer (Zhang et. al., 2019). Fostering a sense of community, this new trend encourages both creator and viewer participation. The reliance on advertising rather than subscription fees lowers economic barriers, and the universality of short-form content, which often transcends language barriers contribute to an appeal of a broader audience and diverse demographics. In addition, due to the use of complex algorithms ensures that the content is personalized to the individual preferences, increasing further user engagement (Potrel, 2022).

According to Yurieff (2018), TikTok has been growing to become the leader in short-form videos and has achieved global importance (Yurieff, 2018), with millions of downloads and a substantial increase in revenue driven by international marketing efforts. In 2024, the app has had more than 1.5 billion monthly users, making it a great platform for content creators and brands to market their products (O'Rourke, 2024). This is because aspects of the app including the integration of music and app's capability of recording users' interactions also play pivotal role in engaging as many users as possible (Yurieff, 2018). Following TikTok, Instagram and YouTube had joined the trend, with an increasing content creator base and user loyalty (O'Rourke, 2024).

2.2.2. Short-form videos: Consumer Engagement

Consumer engagement has gained significant attention and relevance in the past years (e.g. Islam et. al, 2019; Zheng et. al., 2022; van Doorn, 2010). However, different conceptualizations of consumer engagement exist. On one hand, some view consumer engagement as a unidimensional construct, defined by customer behaviour beyond transactions and driven by motivation (e.g. Islam, 2019). On the other hand, others view consumer engagement as multi-dimensional being defined by the psychological connection consumers have with the brand and their *co-creative experiences*, after their interaction with the product or service (e.g. Marbach et. al., 2015).

In the context of this study, it is imperative to understand consumer engagement within social media, often referred to by some authors as digital consumer engagement. This concept

encompasses the set of actions consumers take on different digital platforms (Zhang et. al, 2023). Furthermore, recent research on digital consumer engagement in short-form videos is distinguished between two types: process-based and performance-based engagement. The former, involves consumers actively participating in content creation, for instance, through live comments – real time reactions from online viewers visible to others simultaneously - that affect viewers emotionally (Zhang et al., 2020). The latter measures the success of co-created content through metrics such as likes, comments, and shares. These metrics reflect viewer feedback and appreciation, with each type indicating different levels of engagement and endorsement (Leung et al., 2022; Cheng et al., 2021; Chen et al., 2023; Zhang et al., 2020).

According to Zhang et. al. 2023, existing research found that factors that influence short-form video engagement are content quality, influencer popularity, blogger trustworthiness, genuine content, real-time comments, and interactions. Kumar et. al. (2022) states that to have higher levels of consumer engagement there must be a higher investment from the brand. This investment appears in activities like collecting, accessing, and sharing brand-related information, reflecting three dimensions. Firstly, cognitive engagement which is related to brand-related thoughts, secondly emotional engagement that regard positive feelings about the brand, and behavioural engagement that refers to the effort and time spent on the brand. Furthermore, the author also states that brand such as *Red Bull* and *Amazon* build strength through Online Brand Communities to enhance consumer engagement crucial for fostering cognitive, emotional, and behavioural engagement (Kumar et. al., 2022).

2.2.3. Short-form videos: Purchase Intention

Purchase intention is considered as the complex process made by a consumer involving the decision-making of buying a product from a brand (Mirabi et. al, 2015). According to Pena-Garcia et. al (2020) this concept is measured by the willingness to buy a product in a physical/online store, being analysed in a pre-purchase stage. Capturing the motivational aspects of consumer buying behaviour, online purchase intention can be influenced by several factors. These can include attitude, as the positive or negative assessment of buying online; subjective norms, as the influence family and friends have on the purchase; the ease or difficulty of buying online; and self-believe, being the perception of one's capability to purchase online. Along with these, other factors such as compatibility with lifestyle and impulsivity can help evaluate how high is purchase intention (Pena-Garcia et. al; 2020).

Additionally, it was concluded that purchase intention increases as the more informative and entertaining the content of short-form videos. These factors increase the high perceived value of the product, since it helps individuals to get more effective information about the product/service that is being advertised. While getting more enjoyment of the product, this results in a higher consumer purchase intention (Liu, 2023). Also, Liu et. al (2023) alerts marketing managers to reduce repetitive content trough more accurate targeting and personalized content, to maintain perceived value and purchase intention. Shen et. al (2024) also concludes that there is a positive relationship between short-form videos and purchase intention. Persona perception encompassing credibility, consistency, completeness, clarity, likability, empathy, and similarity, directly increases shared value creation. This shared value, in turn, strongly mediates the relationship between persona perception and purchase intention, indicating that when users associate and relate with the content, their intent to purchase increases. In addition, high social presence further strengthens the link between shared value and purchase intention, highlighting the importance of engaging social presence in short video content (Shen et. al, 2024).

Furthermore, Ao et. al (2023) gives an overview on how influencer marketing in social media affects purchase intention. The author found mixed results in literature regarding the strength of the relationship between marketing influencers and purchase intention in social media. Relying on several factors it was later concluded that, overall, there is a positive significant relationship between homophily - the tendency of individuals to associate and bond to others that present similar characteristics - and purchase intention. Underscoring the importance of choosing the right influencers in marketing strategies, the author also reveals that attributes such as the individuals' perceptions of how credible and trustworthy the influencer is, had the highest positive strength relationship with purchase intention, with an effect size of 0.57 and 0.55, respectively (Ao et. al, 2023).

2.2.4. Product Type Influence: Hedonic vs. Utilitarian

As Hirschman and Holbrook (1982) themselves originally stated, consumer perceive products based on their purchase motivations or usage experience. Therefore, these can be utilitarian or hedonic. The former is considered as being a functional and goal-oriented product, as it is bought for practical purposes, for instance, personal computers. On the other hand, hedonic products are all about the primary and sensorial experience they provide, being

considered luxury items, for example, designer clothes or sports cars. However, most products aren't purely one or the other. Individuals usually consider both look for practicality and enjoyment when they're deciding what to buy. So, consumer products may have elements of each (e.g. Wen et. al., 2009; Roy et. al., 2011).

In the context of digital advertisement in social media, other authors (e.g. Xiao et. al, 2023) gave insights on how different product types, hedonic and utilitarian, required different advertisement strategies. For hedonic products, they concluded that metaphorical advertisement expressions, involving imagination result in higher engagement and ultimately in higher purchase intention. This approach works because it stimulates consumers' emotions and imagination, creating a stronger emotional connection to the product and more enjoyable and pleasuring experience. For utilitarian products direct advertising expressions, which provide clear, and detailed information about the product's features and benefits, are more effective. This method appeals to consumers' rational thinking and need for detailed information before making a purchase decision. When given that information, consumers are more willing to purchase (Xiao et. al., 2023)

2.2.5. The role of Gender

Gender plays an important role in branding strategies, as consumers often seek to express their gender-based identities trough brands and products they choose. Authors describe this concept as a social or psychological construct, reflecting the perceived classification of individuals or brands, usually as masculine or feminine (Grohmann, 2009). Gender traits, unlike sex, are acquired through social interactions (e.g. Kumar et. al, 2022).

Grohmann (2009) indicates that brand gender can positively influence consumer engagement, encouraging brand recommendations and sharing experiences. This goes along with Kumar et. al. (2022) considerations on how brand gender plays an important role in branding strategies since consumer personality traits also affect their engagement in online networks. Furthermore, Gligor et. al. (2021) states that the role of gender is of high relevancy in terms of purchases, referrals, influence, and information, suggesting that females exhibit relatively higher activity than males based on several perspectives such as customer purchase, customer influence, and customer knowledge.

The social role theory developed by Alice H. Eagly and Wendy Wood (2012) is considered as the main reason for the following. The theory explains that gender differences and similarities and differences in gender are constructed based on physical and societal contexts. Moreover, the study posits that behavioural differences reflect societal roles rather than inherent traits, as women are more sensitive to interpersonal relationships and tend to think more before making decisions than men. Thus, they interact more actively with brands.

2.2.6. Literature Conclusions and Limitations

Studies such as those made by Liu et. al (2023) and Li et. al. (2023) explored levels of engagement and identification of brands that use short-form videos in their marketing strategies, emphasizing the role of emotional experiences and self-congruity. Similarly, Apasrawirote (2022) examined the engagement and marketing capabilities of short-form video content, and their potential for brand performance. However, these studies also acknowledge limitations such as big data generalization and sampling biases, indicating the need for further research in this area. With that, the question in interest is how important is to understand the moderating impact of product type on consumer engagement and how it affects purchase intention when consumers are exposed to short-form video content. Also, Wen et al. (2009) examined the impact of product type on consumer purchase intention, emphasizing the need to address methodological constraints and network structures in experimental designs.

Despite the potential benefits of integrating short-form video content into social media marketing strategies, various challenges persist. Bansal et al. (2023) conducted a meta-analysis on the impact of social media influencers on customer engagement, revealing that this type of content is gaining popularity across digital platforms, and concluding the positive but moderate impact in consumer engagement. However, the lack of moderators does not allow for the research to get an in-depth conclusion on the relationship with the brand, for instance. Farook et al. (2016) identified shortcomings in measuring indicators and cultural contexts in assessing the influence of social media marketing on customer engagement. While existing studies provide valuable insights into the potential of short-form videos for marketing purposes, they also state the need for further research to address methodological limitations. Furthermore, marketers must navigate these challenges while capitalizing on the opportunities presented by evolving technologies and consumer preferences in the digital age.

Table 1

Comparison table of important literature references examples

Literature	Topic	Methodology	Moderator/Mediator	Limitations of the Study
Hong Liu (2023)	Levels of Engagement with Short-form videos	Python Crawling Analysis	Released time of the day	Limited scope of social media platforms, emotional range
Southern (2024)	Short-form Videos and User-Generated Content Impact on Marketing	n.a.	n.a.	Pre-production of content is time-consulting. Budget constraints to reach wider audience
Apasrawirote (2022)	Short-form Video Content (SVC) Engagement and Marketing Capabilities	Questionnaire Design	Brand Performance	Research methodology, sampling bias, scope of analysis, model, extension, generalizability
Li (2023)	Destination brand identification and loyalty using short-form videos	Questionnaire Design	Destination brand self-congruity/Emotional Experience	Limited generalizability, cultural variation not explored, moderating variables omitted, cultural differences within destinations
Xiao (2022)	Consumer engagement regarding short-form video advertisement	Secondary Data and Observation	Product Type	Limited user groups and restricted factors investigated, and macroscopic perspective omitted (narrow view)
Bansal et. al. (2023)	Impact of Social Media Influencers on Customer Engagement and Purchase Intention	Metanalysis (Secondary Data)	n.a.	Limitation use of moderators (e.g. Products endorsed by influencers, demographics)
Farook et. al (2016)	Influence of Social Media Marketing on Customer	Questionnaire Design	n.a.	Single hypothesis testing, limited cultural context, lack of measure indicators
Liu et. al (2023)	Engagement Impact of SV on Costumer Purchase Intention	Questionnaire Design	Product Engagement/Perceive d Value	Overlook of audience diversity, fail to approach content diversity
Wen et. al. (2009)	Product Type on Consumer Purchase Intention	Experiment	Product Type	Tie strength manipulation, network structure oversight, methodological constraints

3. Theoretical Framework: Hypothesis and Conceptual Model

3.1.Variable Attribute Levels and Model Path Diagram

In examining the research question several key variables come into the equation. The focus of this research, is the impact of short-form videos on *Purchase Intention*, encompassing the overall impact mediated by *Consumer Engagement* and moderated by different *Product Types* and *Gender*. The model path diagram in Figure 2 shows the relationship between variables.

The *independent variable*, referring to the adoption of short-form videos in social media marketing, has two different levels, short-form videos made by businesses (=0) or directly by influencers (=1). This expresses the extent to which companies or influencers incorporate short-form videos into their promotional efforts to understand better the consumer attitudes and decision-making between these two forms of selling the product and the different types of storytelling. The *dependent variable*, purchase intention, encompasses consumers' inclination or willingness to purchase a product or service after interacting with short-form video marketing content. Attributes of purchase intention include expressed intent to make a purchase and the willingness to recommend the product to others.

Consumer engagement, the *mediator*, reflects the level of involvement, interaction, or emotional connection that consumers establish with the short-form video content. This variable is measured by the average screen time of consumers that use the digital platforms. Gender, as a *moderator*, is represented as a binary characteristic of the gender identity of participants. This variable delineates individuals as either masculine (0) or feminine (1) and influences their perception and response to marketing content based on their gender identity. Finally, Product Type, also serving as a *moderator*, is depicted as a binary variable indicating whether the short-form video content is selling hedonic (0) or utilitarian (1) products. This variable underscores the product-specific characteristics to shape the effectiveness of marketing strategies, suggesting that the impact of short-form videos on purchase intention may vary depending on the product that is being shown.

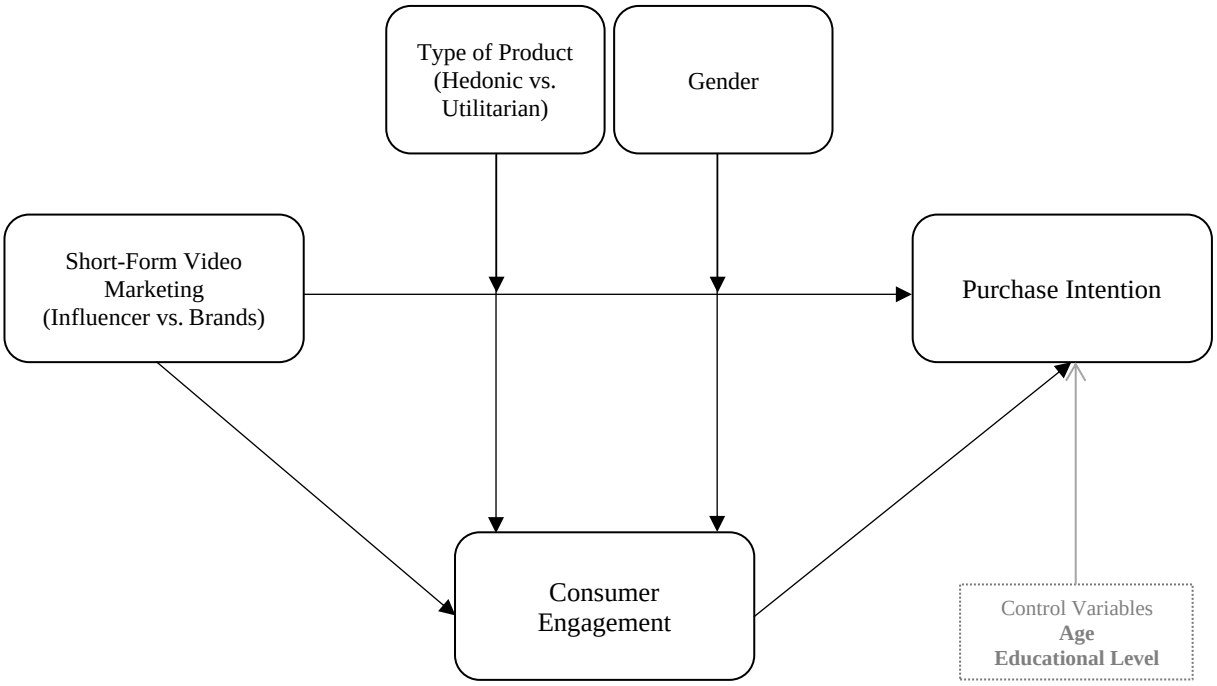

Figure 2: Conceptual Model: Model Path Diagram
Independent Variable: SV Marketing | Dependent Variable: Purchase Intention | Moderators: Product Type and Gender | Mediators: Consumer Engagement

3.2. Hypothesis Development

Furthermore, it is going to test how short-form videos affect levels of consumer engagement and intention of purchase. Based on the following the following literature, the six hypotheses were formulated:

H1: *The adoption of influencer short-form videos in new social media marketing strategies increases the level of purchase intention.*

According to the SOR Model, short-form videos by influencers act as stimuli that create positive emotional and psychological states in users, leading to increased purchase intentions (Shi et al., 2023; Tian et al., 2023). Influencers often create engaging, authentic content that resonates well with their audience, driving higher levels of engagement and trust (Xiao et al., 2023). This trust and engagement positively affect purchase intention as consumers are more likely to consider products recommended by influencers credible and trustworthy (Ao et al., 2023). Despite the extensive research on influencer marketing, there is a gap in understanding

its specific impact on short-form videos and how these videos translate into purchase intentions. This study aims to fill this gap by focusing on the influence of short-form video content created by influencers.

H2: *The adoption of business short-form videos in new social media marketing strategies increases the levels of purchase intention.*

Businesses use short-form videos to provide informative and entertaining content, which increases the perceived value of the product, leading to higher purchase intentions (Liu et al., 2023). According to the SOR Model, high-quality business short-form videos can create positive internal experiences, thereby increasing users' willingness to purchase (Shi et al., 2023). The U&G theory suggests that users actively seek out business content that fulfils their informational needs, which in turn positively influences their purchase decisions (Xiao et al., 2023). However, existing literature often overlooks the specific dynamics of business-generated short-form videos and their direct impact on purchase intentions. This study seeks to address this gap by examining the effectiveness of business short-form videos in driving consumer purchase intentions.

H3: *The adoption of influencer short-form videos in new social media marketing strategies has a higher positive impact on consumer engagement and purchase intention than business short-form videos.*

Influencer-generated content tends to be more personal and authentic, creating stronger emotional connections with viewers compared to business-generated content (Xiao et al., 2023). This personal touch often results in higher engagement and trust, which are crucial factors in driving purchase intentions (Ao et al., 2023). The SOR Model supports this by showing that stimuli from influencers can lead to stronger positive responses in users (Tian et al., 2023). Additionally, the U&G theory highlights that influencer content satisfies social and entertainment needs more effectively, leading to greater engagement and subsequent purchase intentions (Xiao et al., 2023). Previous research has examined these types of content separately, but there is a gap in understanding their relative effectiveness, especially in the context of short-form videos. This study aims to fill this gap by comparing the impact of influencer and business short-form videos on consumer engagement and purchase intention.

H4: *The relationship between short-form videos and purchase intention is mediated by consumer engagement, suggesting that higher levels of consumer engagement with short-form video content lead to increased purchase intention.*

Consumer engagement, characterized by likes, comments, and shares, acts as a mediator between short-form video content and purchase intention (Zhang et al., 2020; Leung et al., 2022). The SOR Model indicates that engaging content (stimulus) enhances emotional and psychological states (organism), which leads to an increased willingness to purchase (response) (Shi et al., 2023). Studies have shown that engagement metrics directly influence purchase intention, with higher engagement indicating a higher likelihood of purchase (Liu et al., 2023). Nonetheless, Liu's (2023) paper further reveals the need to explore how emotional experiences with short-form content translate into purchase intentions.

Moreover, the hypothesis addresses a gap in existing literature regarding the specific influence of short-form videos, not just as a tool for engagement but as a link to purchase intention. This positive but moderated connection was mentioned by Bansal et al. (2023) indicating room for deeper research, particularly concerning the moderating role of product types and gender.

H5: *Gender moderates the relationship of short-form video and consumer engagement and overall purchase intention, being the engagement and indentation of purchase higher for females.*

Gender differences in technology use and social media engagement are well-documented (Ermis, 2021). Females tend to provide more feedback, possess greater brand knowledge, and reveal higher levels of engagement and purchase intention compared to males, likely because they are more sensitive to relevant information available online, leading to higher levels of engagement. (Gligor et al., 2021). The Social Role Theory supports this by suggesting that women are more sensitive to interpersonal relationships and tend to engage more actively with brands (Eagly & Wood, 2012). The gap that exists in literature in evaluating the differences in engagement for different genders remains unclear, but it is believed that the variable moderates the relationship between short-form videos and consumer engagement.

H6: *Product Type moderates the relationship between short-form videos and consumer engagement and overall purchase intention, being the engagement and intention of purchase higher for hedonic products.*

While hedonic products are linked to emotive behaviour and it is highly subjective, and utilitarian products to a more rational and tangible institute, according to the authors it is not yet clear which type of product is prioritized (Lu et. al., 2023; Wen et. al. 2009). With this, likely, consumers are more engaged with one product rather than another. The question to answer is, when looking at short-form video engagement, what is the impact on purchase intention when looking at these two different types of products separately.

Table 2:

Hypothesis Overview

#	Hypothesis
H1	The adoption of influencer short-form videos in new social media marketing strategies increases the level of purchase intention.
H2	The adoption of business short-form videos in new social media marketing strategies increases the levels of purchase intention.
H3	The adoption of influencer short-form videos in new social media marketing strategies has a higher positive impact on consumer engagement and purchase intention than business short-form videos.
H4	The relationship between short-form videos and purchase intention is mediated by consumer engagement, suggesting that higher levels of consumer engagement with short-form video content lead to increased purchase intention
H5	Gender moderates the relationship of short-form video and consumer engagement and overall purchase intention, being the engagement and indentation of purchase higher for females.
H6	Product Type moderates the relationship between short-form videos and consumer engagement and overall purchase intention, being the engagement and intention of purchase higher for hedonic products.

4. Methodology

4.1. Research Design

The present research investigates how short-form videos created by brands vs. influencers can impact consumer engagement and purchase intention, aiming to define which approach more effectively drives viewer interaction and motivates purchasing behaviour. Moreover, the study considers the moderation impact of different product types characterized as either hedonic or utilitarian to see which has more impact on consumer engagement. To establish this, causal-comparative research is employed to determine the cause-and-effect relationship between the independent and dependent variables (Lawrence, 2023). In the context of this research, this method is applied to analyze user engagement and ultimately purchase intention for the two categories of short-form videos and determine the key factors that most significantly impact the effectiveness of content strategy. To increase internal validity and to minimize systematic differences among the groups, the inquiries were assigned randomly to different situations (Melnyk et al., 2019) through a between-subject design experiment, since the test is done by different individuals, where each user is only exposed to one scenario (Budiu, 2023). Therefore, to test the hypothesis formulated a 2*2 design will be used. This is crafted to analyse how influencer versus business-created short-form videos, and hedonic versus utilitarian products, affect consumer engagement and purchase intention. This setup is crucial to understanding the interaction between content source and product type on marketing outcomes. Each participant in the study is exposed to one of four conditions in Table 3.

Table 3

Experimental Conditions and Control Variables

	Hedonic Products	**Utilitarian Products**
Influencer-Created SV	(1)	(2)
Business-Created SV	(3)	(4)

(1) Influencer-Created SV Promoting Hedonic Products
(2) Influencer-Created SV Promoting Utilitarian Products
(3) Business-Created SV Promoting Hedonic Products
(4) Business-Created SV Promoting Utilitarian Products
Control Variables: Age and Educational Level

This design facilitates a comprehensive analysis of the effects of both the creator of the content and the type of product on the key outcomes of interest. For instance, it can reveal whether influencer-created short-form videos are more effective at increasing purchase

intention for hedonic products compared to utilitarian ones, or whether business-created short-form videos perform better in certain scenarios. Gender will be treated as a demographic variable, used with the survey's data information.

Moreover, a pre-test was conducted, on a small scale, to assess the effectiveness of data collection methods and ensure they yield the necessary type and quality of data. In this case, it was necessary to evaluate the participants' perceptions of the different types of products as hedonic or utilitarian. This improves participant experience by identifying and addressing difficulties or confusion, leading to higher quality data and better participant retention, and allows an evaluation of data analysis procedures to be effective.

4.2. Population and Sample Size Calculation

Finding an appropriate sample size is crucial to ensure methodological accuracy and ethical integrity. An adequately sized sample helps detect true effects, reducing the risk of both Type I and Type II errors—where non-existent effects appear significant or real effects go unnoticed, respectively. Ethically, proper sample size calculation prevents unnecessary exposure of participants to potential risks and avoids wasteful use of resources (Faber et. al., 2014).

Some studies recommend the use of G*Power software to compute the sample size. This is a free power-analysis program used to calculate statistical power, helping to find the smallest sample size that a researcher needs and reach the desired level of significance, minimizing both Type I and Type II errors. This involves considering statistical power, effect size, and significance level. False positives are controlled by the threshold for rejecting the null hypothesis, which is set at the significance level (alpha), while the risk of false negatives is dealt with through power value (1-beta) that measures how well a study can detect an effect if one exists (Faber et. al., 2014). The practical implication of research findings is measured by the effect size that indicates how much difference or correlation there is between study variables. Together, these features of G*Power ensure that studies are not only effective in testing hypotheses but also efficient in their use of resources (Eval, 2021). Bansal et. al. (2023) used this method for consumer engagement, ensuring that the smallest sample size is suitable to detect the effect of a given test at the desired level of significance. Moreover, similar to studies on short-form video user behaviour, G*Power was the chosen method (e.g. Qin, 2022).

Also, Che Nawi et. al. (2019) preferred the program in a study on purchase intention in social media among the newest generation, providing consistent results.

In the context of this research, the target sampling frame will be every person who uses social media, reached via digital platforms listed in the survey (e.g. Instagram, WhatsApp, LinkedIn, and Facebook). Different platforms will be considered to reduce bias and achieve a comparison of results with minimal *sampling error*. Moreover, the first step is to determine the sample size that is selected based on considerations, ensuring adequate statistical power to identify significant effects or differences in purchase intention. Considering the literature and assuming a high power of $1 - \beta = 0{,}8$, a significance level of $\alpha = 0{,}05$, and a small effect size (d=0.43), according to Magnusson (2023), n should be 172, making sure there is enough statistical power, precise measurements, and the ability to notice important effects.

4.3. Stimuli Collection and Variables Measurement

In this research, the moderator, the dependent variables, and the control variables were measured based on existing scales. The scales used in the present study were a 5-point Likert scale, as the ones used in previous research. The independent variables used two experimental conditions, as the moderator product type.

4.3.1. Pre-Test Questionnaire

The pre-test questionnaire was developed in the online platform Qualtrics, where participants were to evaluate two scenarios to understand their perceptions of the product – perceived as either utilitarian or hedonic - in the image that was being shown. The images concerned two different lamps with different characteristics. In the first image, the lamp provided a visual experience (hedonic product), while the second group had a lamp that provided a more practical utility (utilitarian product). Followed by a short introduction of the product, the survey consisted of 5 questions for each image, where individuals had to indicate their level of agreement on a scale from Strongly Disagree (=1) to Strongly Agree (=5). The questions were mainly focused on the visual aspects and the overall perception of their characteristics and use.

The data collected in this study were analysed using IBM SPSS Statistics. Tables 4 and 5 present the descriptive statistics computed.

The perception of the "Aurora" Lamp as a hedonic product indicated strong agreement that it focused on enhancing visual appeal ($\bar{x}$ = 4.3, σ = 0.822) and creating a pleasurable experience ($\bar{x}$ = 4.61, σ = 0.499). It was seen more as a decorative item ($\bar{x}$ = 3.7, σ = 0.765) with aesthetic qualities ($\bar{x}$ = 4.22, σ = 0.600), prioritizing visual experience over utility ($\bar{x}$ = 4.3, σ = 0.635). In contrast, the "Utilamp" Lamp as a utilitarian product showed it focused on functionality ($\bar{x}$ = 4.57, σ = 0.590) and practical utility ($\bar{x}$ = 4.65, σ = 0.775). It was viewed as a practical tool ($\bar{x}$ = 4.39, σ = 0.656) with a focus on functionality ($\bar{x}$ = 4.39, σ = 0.656), though responses varied more on its utility over visual experience ($\bar{x}$ = 2.52, σ = 1.310). These results confirm that the "Aurora" Lamp is perceived as hedonic due to its aesthetic and pleasurable qualities, while the "Utilamp" Lamp is seen as utilitarian due to its practical functionality.

Demographic data showed respondents' ages ranged from 18-25 (=2) to 55-64 (=6), with a $\bar{x}$ = 3.48 and a σ = 1.620. Gender was slightly skewed towards females (1=Male, 2=Female), with an $\bar{x}$ = 1.70 and a σ = 0.470. Most respondents were from the Netherlands (1=Netherlands, 2=Other), with a mean of 1.48 and a σ = 0.511. Educational levels varied, with a mean of 3.13 (1=High-school diploma, 4=Graduate's degree) and a std. dev. of 0.968. Employment status ranged widely, with a mean of 2.43 (1=Employed full-time, 6=Other) and a std. dev. of 1.441.

The full pre-test questionnaire can be found in Appendix A.

Table 4:

Pre-test Measurement scales for the Hedonic Product

Variables	***Measurables Questions***	***N***	***Min***	***Max.***	$\bar{x}$	***Std. Dev.***
Appeal/Functionality	*This product appears to focus more on enhancing visual appeal than on functionality.*	23	2	5	4,3	0,822
Perceived Overall Experience	*The primary value of this product seems to be in creating a pleasurable experience.*	23	4	5	4,61	0,499

Product Use	*This product is more of a decorative item than a practical tool*	23	2	5	3,7	0,765
Aesthetic/Functionality	*I would buy this product mainly for its aesthetic qualities.*	23	3	5	4,22	0,600
Level of Utility	*The design of this product prioritizes visual experience over everyday utility.*	23	3	5	4,3	0,635

Table 5:

Pre-test Measurement scales for the Utilitarian Product

Variables	***Measurables Questions***	***N***	***Min***	***Max.***	$\bar{x}$	***Std. Dev.***
Appeal/Functionality	*This product appears to focus more on enhancing visual appeal than on functionality.*	23	3	5	457	0,590
Perceived Overall Experience	*The primary value of this product seems to be in creating a pleasurable experience.*	23	2	5	4,65	0,775
Product Use	*This product is more of a decorative item than a practical tool*	23	3	5	4,39	0,656
Aesthetic/Functionality	*I would buy this product mainly for its aesthetic qualities.*	23	3	5	4,39	0,656
Level of Utility	*The design of this product prioritizes visual experience over everyday utility.*	23	1	5	2,52	1,310

4.4. Data Collection and Descriptive Statistics Analysis

The experiment was developed using the online survey platform Qualtrics and data were collected over three weeks. This method has been widely used in previous in-depth research on the influence of social media on consumer purchase intention (e.g., Kian et al., 2017) and the impact of social media influencers on consumer engagement (e.g., Bansal, 2023). Similarly, studies exploring the effects of short-form video content on marketing capabilities (e.g., Apasrawirote, 2022) have applied survey-based data collection methods. Despite some limitations, such as sampling bias (e.g., Apasrawirote, 2022), this approach remains a preferred choice across the literature. The survey was developed in English, to increase the number of participants and was distributed using personal and social networks (e.g. friends, family, and

social media such as LinkedIn and Instagram) and via SurveySwap. The participants were encouraging the survey with their personal and social networks.

4.4.1. Questionnaire Design

A factorial experimental design is employed to systematically assess these influences. Participants are randomly assigned to one of four scenarios, each crafted to simulate a distinct marketing environment on social media platforms. These scenarios are designed to capture a range of consumer reactions to fictitious product promotions—either hedonic or utilitarian—presented by either influencers or businesses. The survey is conducted online, leveraging the Qualtrics platform to ensure a wide reach and easy accessibility. Participants are assured of the anonymity and confidentiality of their responses to encourage honest and uninhibited feedback. The questionnaire is designed to be concise, requiring only 3 to 5 minutes to complete, thus minimizing respondent fatigue, and maximizing completion rates.

To ensure the integrity of the data, the survey allows participants to revise their responses until the closing date, fostering accurate and thoughtful participation. This approach not only enhances the reliability of the findings but also aligns with best practices in online experimental research.

Each participant encounters a scenario where they must imagine scrolling through social media and encountering an advertisement for a lamp. This lamp, depending on the scenario, is presented either by a company or an influencer, with its appeal characterized as either pleasure-oriented (hedonic) or function-oriented (utilitarian). Visual aids are incorporated into the scenario descriptions to enhance the immersive quality of the experiment, making the hypothetical situations more vivid and relatable. The survey is structured in three distinct phases. After a brief introduction on the research, the first phase of the survey includes three questions that were developed to assess consumer engagement, followed by three questions to assess purchase intent.

Firstly, consumer engagement was assessed using a scale from Extremely unlikely (=1) to Extremely likely (=5). The questions asked how likely respondents were to follow or engage with the brand/influencer on social media and to like/share or comment on the video. These were made based on existing literature such as Barajas-Portas (2015) that measured the impact

of consumer interactions on brand perception with similar engagement scales and Homburg, et. al. (2015) that used questions about engagement likelihood in their studies on product design. Also, other authors developed scales for brand engagement that include similar metrics and validated scales for consumer perception of social media marketing activities, aligning with the engagement questions in this survey (e.g. Ndhlovu et. al., 2022; Yadav et. al., 2017).

For purchase intention, the scale used was from Strongly Disagree (=1) to Strongly Agree (=5). The questions evaluated the effect of the brand/influencer portrayal on the desire to buy the product, the intention to purchase after viewing the short-form video, and the influence of the product showcase on exploring more products from the same brand. To support the structure of the survey questions, existing measurements used to study the online shopping behaviour were taken into consideration (e.g. Dewi et. al., 2020; Gelaw et. al., 2023). Furthermore, Shaouf et. al. (2016) investigated the impact of web advertising design on purchase intentions with comparable metrics and Spears et. al. (2004) provided measurements for attitudes toward the brand and purchase intentions, which support the reliability of the survey questions.

The final section collects comprehensive demographic information, including age, gender, nationality, employment status, and educational level. Additionally, questions regarding frequency and platforms of social media use are posed to contextualize the data within broader social media usage patterns.

The full questionnaire and visuals used can be found in Appendix B.

4.4.2. Ethical Considerations

Ethical considerations are addressed in the beginning of the study. Participants are provided with a clear and comprehensive introduction to the study, including its purpose and their role within it. Informed consent is obtained before participation, with participants free to withdraw at any point without penalty. This commitment to ethical standards ensures the study upholds the principles of respect, integrity, and transparency.

5. Results

In this section all constructs were tested for validity and consistency. Additionality, descriptive statistics analysis was conducted to characterize the sample across demographic variables. For a comparative analysis a regression model was used, as well as for mediation and moderation analysis to adequately test the proposed hypothesis.

5.1.Preparatory Analyses

After retrieving the data from the Qualtrics platform to IBM SPSS Statistics, the dataset was organized. Given that there were four different scenarios presented to respondents, a *ScenarioID* variable was created and numbered from 1 to 4, allowing the categorization of respondents' answers according to each specific scenario. To facilitate the analysis, questions were grouped based on their relevance to the constructs of interest: questions 2 to 3 measured consumer engagement, and questions 4 to 6 measured purchase intention. The mean of the responses to these questions was computed to create two new transformed variables: *ConsumerEngagement* and *PurchaseIntention*. The age variable was divided into six dummy variables, and one (Age_25_34) was selected for the regression models. The educational level variable was divided into three dummy variables, and one (Education_Level3) was selected for the regression models, based on the number of respondents in each category.

The variables used in the thesis included *ScenarioID*, which differentiated between the four scenarios, *ConsumerEngagement*, an averaged transformed variable computed from questions 2 and 3, and *PurchaseIntention*, an averaged transformed variable derived from questions 4 to 6. The *SFVType* variable indicated the type of short-form video, distinguished by influencer short-fom videos (1) and brand short-form videos (1). The *ProductType_Scenario* variable was differentiated between hedonic (0) and utilitarian (1) products.

Interaction terms to evaluate the moderation impact included *InteractionPTSFV* between product type and short-form video type and *InterecationGenderSFV* between gender and short-form video type. Finally, control variables included the before mentioned selected age dummy variable, and the selected educational level dummy variable.

5.1.1. Reliability

The reliability analysis for the constructs of consumer engagement and purchase intention was conducted using Cronbach's Alpha to assess the internal consistency of the items within each scale and can be found in Table 6.

This scale measures the internal consistency of a test or survey, indicating how well items measure the same concept. It compares shared variance among items to overall variance, with higher values indicating better reliability. Values are interpreted as follows: 0.9 and above is excellent, 0.8 to 0.9 is good, 0.7 to 0.8 is acceptable, 0.6 to 0.7 is moderately acceptable, and below 0.6 is poor (Collin, 2007). IBM SPSS Statistics was used to compute Cronbach's alpha, and it's useful for assessing the impact of item deletion on overall reliability. Finally, it measures inter-rater reliability.

For consumer engagement, which comprised two items, the Cronbach's Alpha was found to be 0.69, indicating moderate internal consistency. The average inter-item covariance for consumer engagement was 0.85, suggesting that the items are moderately related to each other. For purchase intention, which comprised three items, the Cronbach's Alpha was 0.79, indicating acceptable internal consistency. The average inter-item covariance for purchase intention was 0.67, indicating that the items have a moderate level of covariance. These reliability statistics suggest that the purchase intention construct has a higher internal consistency compared to consumer engagement, providing a more reliable measure for this study.

Table 6:

Cronbach's alpha score per construct

Construct	**Nº of Items**	**Average Inter-Item Covariance**	**Scale reliability coefficient**
Consumer Engagement (CE)	2	0.85	0.69
Purchase Intention (PI)	3	0.67	0.79

5.1.2. The sample: Demographic Profile

Table 7 presents the five most relevant demographics included in the survey that characterize the sample. Age, and educational level were utilized as control variables in the analysis and gender as a moderator. These demographics provide a comprehensive overview of the sample, facilitating a thorough examination of the data. Including these variables ensures that the study can account for various demographic factors that may influence consumer engagement and purchase intention in response to short-form video marketing strategies.

The sample for this study consists of a diverse demographic profile. The age distribution indicates that 58.1% of respondents are 25 years old or younger, while 41.9% are older than 25, resulting in an average age category leaning towards the younger demographic. Regarding gender, 67.7% of the participants are female, and 32.3% are male. The sample includes respondents from nine different countries, with Portugal having the highest frequency with 44.4% of the respondents, followed by the Netherlands with 42.7%. In terms of educational level, 46.8% of respondents have a bachelor's degree, 39.5% have a graduate's degree, and 13.7% have a high school education. Lastly, social media use frequency is high among the sample, with 91.9% of respondents using social media multiple times a day, indicating a high level of engagement with digital platforms.

Table 7:

Descriptive Statistics for Demographical Variables (N=124)

Measure	**Items**	**Frequency**	**Valid %**
Age	≤ 25 (=1-2)	73	58.1
	> 25 (=3-6)	51	41.9
Gender	Male (=0)	40	32.3
	Female (=1)	84	67.7
Country of Residence	Azerbaijan	1	0.8
	Germany	2	0.8
	Greece	5	1.6
	Netherlands	53	4.0
	Portugal	55	42.7
	Spain	1	44.4
	Turkey	1	0.8

	Ukraine	1	0.8
	UK	4	3.2
Educational Level	High School Education (=1)	17	13.7
	Bachelor's (=3)	58	46.8
	Graduate's Degree (=4)	49	39.5
Social Media Use Frequency	Multiple Times a Day (=1)	114	91.9
	Other (=2-5)	10	8.1

5.1.3. Randomization and Comparative Analysis

Participants were assigned randomly to different conditions, and Table 8 provides a summary of the frequencies per group. Randomization is important because it eliminates selection bias, ensuring that each participant has an equal chance of being assigned to any group. This process produces comparable groups and provides a valid basis for statistical analysis (Suresh, 2011). Standard guidelines for estimating sample size recommend having at least 30 participants per group. However, in the final sample, the smallest group comprised 26 responses, which presents a moderate limitation to the study.

Table 8:

Frequencies of experimental conditions (N=124)

Scenarios	**ID**	**Frequency**	**%**
Hedonic Product with Brand Marketing SFV	1	31	25
Hedonic Product with Influencer Marketing SFV	2	32	25.8
Utilitarian Product with Brand Marketing SFV	3	26	21.0
Utilitarian Product with Influencer Marketing SFV	4	35	28.2

The analysis revealed that gender had no significant impact on purchase intention (p = 0.753), with males (mean = 3.214) and females (mean = 3.158) showing similar mean scores. Age differences were also non-significant (p = 0.602), with the youngest group (mean = 3.187) and the oldest group (mean = 3.196) displaying comparable means. Educational level showed no significant effect (p = 0.334), with varying levels yielding close mean scores (e.g., high school education mean = 3.121, bachelor's degree mean = 3.196). However, social media frequency approached significance (p = 0.085). Those who used social media frequently had a mean purchase intention score of 3.134, while those who used it less frequently had a higher

mean score of 3.240. This suggests that increased social media use may be associated with slightly lower purchase intention, although the result is not statistically significant.

5.2. Checking Assumptions

The analysis included testing for normality and skewness to ensure the data met the assumptions necessary for the statistical tests. Both for purchase intention (independent variable) and consumer engagement (mediator) the descriptive statistics were made across the four scenarios. The summarized can be found in Table 9 and Table 10.

The former revealed different degrees of skewness across the scenarios. Even though values between -1 and 1 reveal excellent symmetry of the variable distribution, an acceptable skewness value is considered when between -2 and 2, suggesting substantial normality (Hair et al., 2022). Succeeding, scenario 1 had a skewness of -0.238 and kurtosis of -0.172, scenario 2 had a skewness of -0.706 and kurtosis of -0.482, scenario 3 had a skewness of -0.810 and kurtosis of 0.002, and scenario 4 had a skewness of -1.238 and kurtosis of 1.378. The normal Q-Q plots for purchase intention across the four scenarios indicated that most data points lie close to the line, suggesting normality, though with some deviations in scenarios 3 and 4.

For consumer engagement, the skewness values ranged from -0.106 to -0.653 and kurtosis values from -1.141 to -0.398. Specifically, scenario 1 had a skewness of -0.653 and kurtosis of -0.398, scenario 2 had a skewness of -0.548 and kurtosis of -1.141, scenario 3 had a skewness of -0.106 and kurtosis of -1.260, and scenario 4 had a skewness of 0.000 and kurtosis of -0.836. The histograms (see Appendix C) for consumer engagement shown distributions that were approximately normal, with some skewness. The normal Q-Q plots further supported these findings, showing data points generally following the expected normal line, with minor deviations.

Thus, these normality checks and the skewness values indicated that the data were acceptably normally distributed, allowing for the use of parametric tests (linear regression and ANOVA) in subsequent analyses. Detailed data and visualizations supporting these findings can be seen in Appendix C.

Table 9:

Normality and Skewness for Purchase Intention

ID	PI Mean	PI Std. Dev.	PI Skewness	PI Kurtosis
1	3.229	0.981	-0.238	-0.172
2	3.085	0.872	-0.706	-0.482
3	3.236	1.022	-0.810	0.002
4	3.256	0.801	-1.238	1.378

Table 10:

Normality and Skewness for Consumer Engagement

ID	CE Mean	CE Std. Dev.	CE Skewness	CE Kurtosis
1	2.3750	1.218	-0.653	-0.398
2	2.1286	1.100	-0.548	-1.141
3	2.6129	1.195	-0.106	-1.260
4	2.7500	0.764	0.000	-0.836

5.3. Results and Hypothesis Testing

The six-hypothesis proposed along with the conceptual model presented in Figure 2 were tested using regression analysis and mediation analysis.

Firstly, the linear regression analysis was made for *Hypothesis 1* and *Hypothesis 2*. Since the SFVType variable is coded such that 0 = brand and 1= influencer, the relationship between brand short-form videos and purchase intention is captured in the comparison group.

The coefficient for the SFVType variable (0 = brand; 1 = influencer) is -0.093 with a standard error of 0.167, and the p-value associated with this variable is 0.579. The negative coefficient suggests that there is a slight negative relationship between influencer short-form videos and purchase intention. However, this relationship is not statistically significant given the high p-value ($p > 0.05$). The other variables in the model, including AgeDummy2 and EducationalLevel3, also do not show significant relationships with purchase intention, as indicated by their high p-values (0.624 and 0.393, respectively).

Therefore, *Hypothesis 2* is not supported, concluding that there is no significant evidence to suggest that the adoption of business short-form videos positively influences purchase intention. Furthermore, the R^2 value is 0.012, indicating that only 1.2% of the

variance in purchase intention can be explained by influencer short-form videos. To further validate these results, non-parametric tests were conducted.

The Mann-Whitney U test showed no significant difference between the two groups (influencer vs. brand), with a p-value of 0.448, confirming that influencer short-form videos do not significantly influence purchase intention.

The important results are shown in Table 11.

Table 11:

Results from multiple regression analysis of short-form videos and purchase intention.

Variable	Coefficient (B)	Std. Error	t-value	p-value
Constant	3.359	0.162	20.754	<0.001
SFVType (0=brand; 1=influencer)	-0.093	0.167	-0.557	0.579
Age	-0.084	0.171	-0.491	0.624
EducationalLevel	-0.145	0.169	-0.858	0.393

Note: Regression analysis tests confirmed the lack of significance ($p > 0.05$).

Furthermore, the t-test analysis summarized in Table 12 for *Hypothesis 3*, compares the impact of influencer and brand short-form videos in purchase intention and consumer engagement. This test was used to assess differences between groups. For purchase intention, the mean score for influencer short-form videos (mean = 3.1542, std. dev. = 0.92173) is compared to business short-form videos (mean = 3.2456, std. dev. = 0.92050). The independent samples t-test shows no significant difference in purchase intention between the two groups (p = 0.583).

Bootstrap results confirm the non-significant difference with a 95% confidence interval ranging from -0.41997 to 0.23720. For consumer engagement, influencer short-form videos have a mean of 2.2463 (std. dev. = 1.15592), while business short-form videos scores higher at 2.6754 (std. dev. = 1.01547). The t-test indicates a significant difference in consumer engagement (p = 0.031), with bootstrap confidence intervals between -0.81930 and -0.03904 supporting this finding.

Effect sizes are small for both purchase intention (Cohen's d = 0.92117) and consumer engagement (Cohen's d = 1.09369), suggesting that while there is a statistically significant difference in consumer engagement, the practical impact is modest.

Table 12:

Results from t-test comparing influencer and business short-form videos on consumer engagement and purchase intention.

Variable	**Mean (Influencer SFV)**	**Mean (Business SFV)**	**t-value**	**p-value**	**Effect Size (Cohen's d)**
PI	3.1542	3.2456	-0.551	0.583	0.92117
CE	2.2463	2.6754	-2.178	0.031	1.09369

Note: T-tests confirmed that influencer videos lead to higher engagement (p = 0.017) and intention to purchase (p = 0.031).

Regarding the mediation analysis for *Hypothesis 4* in Table 13, the linear regression showed that consumer engagement (mediator) significantly mediates the relationship between short-form videos and purchase intention. This relationship was evaluated by examining both the direct and indirect effects of short-form videos on purchase intention.

Firstly, the direct effect of short-form videos on consumer engagement is significant, with SFVType having a coefficient of -0.422 and a p-value of 0.033 ($p < 0.05$). This indicates that influencer videos are associated with lower consumer engagement compared to brand short-form videos.

Secondly, as studied in the first hypothesis, the direct effect of short-form videos on purchase intention is not significant, with a coefficient of -0.093 and a p-value of 0.579, suggesting that the type of short-form video does not directly influence purchase intention. However, when consumer engagement is included in the model, it significantly impacts purchase intention with a coefficient of 0.497 and a p-value of less than 0.001, indicating that higher levels of consumer engagement led to increased purchase intention. The model summary for this mediation model shows an R^2 of 0.349 and an adjusted R^2 of 0.327, with an overall model significance of less than 0.001.

Therefore, the hypothesis that the relationship between short-form videos and purchase intention is mediated by consumer engagement is supported by the data.

Table 13:

Results from regression analysis of consumer engagement mediating the relationship between short-form videos and purchase intention.

Impact	**Coefficient (B)**	**Std. Error**	**t-value**	**p-value**
Direct Effect of SFVType on CE				

SFVType (Influencer vs. Brand)	-0.422	0.196	-2.158	0.033
Age	-0.068	0.201	-0.336	0.737
EducationalLevel	-0.388	0.198	-1.957	0.053
Direct Effect of SFVType on PI				
SFVType (Influencer vs. Brand)	-0.093	0.167	-0.557	0.579
Age	-0.084	0.171	-0.491	0.624
EducationalLevel	-0.145	0.169	-0.858	0.393
Direct Effect of CE on PI				
CE	0.497	0.063	7.846	<0.001
SFVType (Influencer vs. Brand)	-0.117	0.139	-0.847	0.399
Age	-0.118	0.139	-0.843	0.401
EducationalLevel	-0.048	0.140	-0.344	0.731

Note: Regression confirmed mediation effect ($p < 0.05$).

Considering the moderating impact of gender on consumer engagement and purchase intention, the regression analysis for *Hypothesis 5* indicated that gender does not significantly impact purchase intention or consumer engagement. Specifically, the regression models show non-significant coefficients for SFVType and its interaction with gender, suggesting no relevant differences in the impact of influencer and brand short-form videos across male and female consumers.

Overall, the fifth hypothesis, which theorised that gender would moderate the relationship between short-form videos and consumer engagement and purchase intention, is not supported. These results highlight that both male and female consumers respond similarly to short-form videos, regardless of whether the content is produced by influencers or brands. The lack of significant interaction and main effects indicates that the influence of short-form video type on purchase intention is consistent across genders. The results can be seen in Table 14.

Table 14:

Results from regression analysis examining gender as a moderator between short-form videos and consumer engagement and purchase intention.

Dependent Variable	Variable	Coefficient (B)	Std. Error	t-value	p-value
CE	*Constant*	2.887	0.307	9.401	<0.001
	SFVType	-0.630	0.352	-1.789	0.076

	InteractionGender*SFV	0.316	0.426	0.742	0.459
	Gender	-0.069	0.323	-0.213	0.832
	Age	0.085	0.203	0.419	0.676
	EducationalLevel	-0.378	0.201	-1.883	0.062
PI	*Constant*	3.435	0.262	13.117	<0.001
	SFVType	-0.252	0.300	-0.840	0.403
	InteractionGender*SFV	-0.235	0.363	-0.648	0.518
	Gender	-0.113	0.275	-0.409	0.683
	Age	-0.075	0.173	-0.431	0.667
	EducationalLevel	-0.144	0.171	-0.840	0.402

Note: Regression analysis indicated no significant gender moderation effect on purchase intention (p > 0.05).

Lastly, the *Hypothesis 6* tested whether product type moderates the relationship between short-form videos, consumer engagement and overall purchase intention. For consumer engagement, the regression model had an R^2 value of 0.071, indicating that the model explains 7.1% of the variance in consumer engagement. The F value for the model was 1.809 with a p-value of 0.116, suggesting that the overall model was not statistically significant ($p > 0.05$).

When looking at the key coefficients, short-form videos type had a negative but non-significant impact on consumer engagement ($p = 0.293$). The interaction term between product type and short-form videos was not significant as well ($p = 0.526$), meaning that product type did not significantly moderate the relationship between short-form videos and consumer engagement. For purchase intention, the regression model had an R^2 value of 0.014, explaining only 1.4% of the variance. The F value was 0.337 with a p-value of 0.890, showing that the model was not statistically significant. Key coefficients in this model included SFV Type ($p = 0.866$) and the interaction term ($p = 0.773$), both of which were not significant.

In sum the regression models were not significant, and the interaction terms did not significantly influence the dependent variables. Therefore, the anticipated higher engagement for hedonic products in the context of short-form videos was not observed in this study. The relevant results can be seen in Table 15.

Table 15:

Results from regression analysis examining product type as a moderator between short-form videos and consumer engagement and purchase intention.

Dependent Variable	Key Predictors	Coefficient (B)	Std. Error	t-value	p-value
CE	*Constant*	2.801	0.244	11.477	<0.001
	Product Type Scenario	0.075	0.293	0.256	0.798
	SFV Type	-0.294	0.278	-1.057	0.293
	InteractionProduct*SFV	-0.256	0.402	-0.636	0.526
	Age	-0.072	0.202	-0.356	0.722
	Educational Level	-0.364	0.203	-1.793	0.076
PI	*Constant*	3.359	0,208	16.147	<0.001
	Product Type Scenario	-0.014	0.250	-0.056	0.956
	SFV Type	-0.040	0.237	-0.169	0.866
	InteractionProduct*SFV	-0.099	0.343	-0.290	0.773
	Age	-0.083	0.172	-0.482	0.631
	Educational Level	-0.135	0.173	-0.777	0.438

Note: Regression analysis indicated no significant moderation effect of product type on purchase intention and consumer engagement ($p > 0.05$).

The IBM SPSS output results can be checked in Appendix C.

6. Discussion and Conclusion

6.1. Discussion

The hypothesis tested in this research were designed to provide a comprehensive understanding of how these variables interact and influence consumer behaviour. The discussion section goes in-depth into the results obtained, offering interpretations and insights into each hypothesis.

Firstly, *Hypothesis 1*, which stated that there will be a positive impact of influencer short-form videos on purchase intention, was not supported by the results. The findings suggest that while influencer content is effective in creating engaging contact, their impact on directly driving purchase intention is not significant, meaning it might be overestimated. The authentic and personal touch provided by influencers, although engaging (Bansal et al., 2023) may not

always translate into immediate purchase decisions. Other authors have shown that influencer can build trust and create a sense of authenticity with their followers (Xiao et. al, 2023), but according to the results that does not necessarily result in an immediate intention to purchase. It might be possible that consumers, while engaging, enjoy and trust the content produced by influencer, but still rely on other factors, such as product reviews, price, and product comparisons before making the purchase decision. This aligns with Liu et. al. (2023) findings, that noted that engagement does not always directly leads to purchase intention, as consumers may need further convincing trough additional content and interactions.

Secondly, *Hypothesis 2*, contrary to the expectations, revealed that brand short-form videos did not significantly increase purchase intention. This could be attributed to the consumer's perception of traditional business content, usually linked to lack of personal connection and authenticity in business content compared, for instance, with influencer content. Brands often produce more professional video marketing that may across as less relatable or genuine to consumers (Farook et. al, 2016). The professional natural of brand short-form videos, while informative, might not result in the same level of trust and emotional connection that influencer content can generate. These findings underscore the need for businesses to rethink their approach to short-form video content. Companies may benefit from adopting a more authentic approach, to make their content more engaging and relatable.

Furthermore, *Hypothesis 3*, which stated that the influencer short-form video content would have a higher positive impact on consumer engagement and purchase intention than brand short-form video content was not supported. While influencer content was found to be engaging, it did not significantly outperform traditional business content in driving purchase intention. This suggests that both types of content have their own strengths and limitations, and neither is superior in driving consumer behaviour. Previous research by Bansal et al. (2023) highlighted the growing value of influencer marketing, but this study indicates that the effectiveness of influencer content may be context-dependent. For instance, the platform used, and the target audience can all influence how effective influencer content is in driving purchase intentions. Brands should therefore consider these variables when planning their marketing strategies, rather than relying solely on influencer or brand content producing.

Regarding the mediation tested in *Hypothesis 4*, the analysis confirmed that the interaction between short-form videos and purchase intention is mediated by consumer

engagement. This highlights the critical role of consumer engagement in the digital marketing landscape. Engaging content, whether produced by influencers or brands, plays a crucial role in capturing the attention and interest of consumers, which in turn drives their intention to purchase. This finding aligns with the SOR Model (Shi et. al., 2023), which refers that engaging stimuli (short-form videos) can positively affect the organism's emotional and psychological state (consumer's engagement), leading to a desired response (purchase intention). Similarly, the U&G theory (Xiao et al., 2023) supports the idea that consumers actively seek out content that fulfils their needs, and engaging content can significantly increase their satisfaction and subsequent purchase behaviour. Therefore, creating content that maximizes engagement is essential for both influencers and brands to drive purchase intentions effectively.

Moreover, the study found no significant moderation effect of gender on the relationship between short-form videos and purchase intention for *Hypothesis 5*. This suggests that short-form video marketing strategies are equally effective across different gender groups or that further research is needed addressing sample limitations. Previous research has often emphasized gender differences in digital behaviour and engagement (Ermis, 2021), but the findings of this study indicate that when it comes to short-form videos, both males and females respond similarly in terms of engagement and purchase intention. This result is particularly relevant for marketers, suggesting that short-form video content could be designed without the need for significant gender-specific adjustments. However, while overall engagement and purchase intention might not differ significantly, marketers should still consider other demographic factors such as cultural background, and interests to tailor their content more effectively.

Finally, the product type (hedonic vs. utilitarian) did not significantly moderate the impact of short-form videos on consumer engagement and purchase intention tested in *Hypothesis 6*. These findings indicates that the effectiveness of short-form videos is not dependent on whether the product is hedonic or utilitarian, suggesting a broad applicability of this marketing strategy across different product categories. Hedonic products, which are often associated with pleasure and sensory enjoyment (Alba et. al., 2012), were expected to generate higher engagement due to their emotional appeal. On the other hand, utilitarian products are more function-oriented and practical (Wen et al., 2009). Despite these differences, the study's results suggest that both types of products can benefit from short-form video marketing, if the content is engaging. This aligns with findings by Xiao et al. (2023), who noted that both

hedonic and utilitarian products could be effectively marketed through short-form videos if the content meets consumers' expectations and needs.

In sum, the study provides valuable insights into the effectiveness of short-form videos in digital marketing. It reveals and confirms the importance of consumer engagement as a mediator in driving purchase intention and focus on the need for a balanced approach that integrates both influencer and brand short-form video content. Also, the findings suggest that short-form video strategies are universally effective across different gender groups and product types. For businesses and influencers, the key takeaway is to focus on creating engaging content that resonates with their audience, regardless of the content's origin or the product type.

6.2.Limitations and Future Research

The study has both methodology and research process potential limitations that should be addressed.

Firstly, regarding methodology, the sample size was very limited resulting in a sample predominantly young and from specific geographic regions, specifically from Portugal and the Netherlands, which may limit the findings, when considering generalization. A more diverse sample in terms of age, geographic location, and cultural background could provide a more comprehensive understanding of the impact of short-form videos on consumer behaviour (Hillman, 2023). Moreover, the measure used to collect data may compromise the reliance of the data introducing potential biases related to social desirability or inaccurate recall, which could affect the validity of the results (Rosenman et. al., 2011).

Additionally, regarding the research process, the study did not extensively explore cultural differences, which could play a significant role in influencing consumer engagement and purchase intentions. Cultural factors can affect how content is perceived and interacted with, and future research should delve deeper into these aspects (Li, 2023). Also, the cross-sectional nature of the study captures responses at a single point in time and may not reflect changes in consumer behaviour over time. Longitudinal studies would be beneficial to observe how short-form video marketing strategies influence consumer behaviour over extended periods. Furthermore, being a recent and emerging topic, the access to information was also more limited.

Lastly, the study's experimental design, may not fully capture the complexity of real-world interactions with short-form videos. Participants were exposed to hypothetical scenarios and asked to imagine their own reactions, which might differ from their actual behaviour in a more natural setting. Future research could be necessary from field experiments or more natural observations that assess consumer behaviour in real-time, providing a more authentic understanding of how short-form videos impact engagement and purchase intention.

In sum, future research should address these limitations by incorporating more diverse and longitudinal data, exploring more platforms, and examining cultural influences in greater detail to provide a more nuanced understanding of the effectiveness of short-form video marketing strategies.

6.3. Conclusion

This study provides several important insights for marketers, brands and influencer who aim to increase levels of consumer engagement and overall purchase intention. In the new social media marketing landscape, short-form videos should use powerful tools to increase consumer engagement, which proved to be relevant to increase purchase intention.

Thus, the central research question, *"How does the adoption of short-form videos featuring influencers and brands in new social media marketing strategies influence purchase intention, mediated by consumer engagement?* is addressed by the findings analysed. The adoption of short-form videos in social media marketing, whether created by influencers or brands, do not significantly impact consumer purchase intention in this research. However, this effect is strongly mediated by consumer engagement. While influencer short-form videos tend to be more engaging due to its authentic and relatable nature, which fosters a stronger emotional connection with the audience (Xiao et al., 2023; Ao et al., 2023), brand short-form video content, often perceived as more informative, drive consumer engagement as effectively when it resonates well with the audience's needs and preferences (Liu et al., 2023). The study confirmed that higher levels of consumer engagement with short-form video content led to increased purchase intention. This indicates that the primary driver of purchase intention is not solely the type of content creator but the degree to which the content engages the audience.

Furthermore, the second sub-question *"How do gender and product type (hedonic vs. utilitarian) moderate this effect?"* is also addressed. The study revealed that neither gender nor product type significantly moderates the relationship between short-form videos and purchase intention. Both male and female consumers responded similarly to short-form video content in terms of engagement and purchase intention, suggesting that these marketing strategies are equally effective across gender types, calling for attention to address certain limitations, such as using a bigger sample to confirm these results (Eagly & Wood, 2012; Gligor et al., 2021). Additionally, the difference in response based on product type, whether hedonic or utilitarian, was not observed. Both types of products have equal responses from engaging short-form video content, indicating that this approach is broadly applicable across various product categories. This finding suggests that marketers can apply short-form video strategies universally without needing significant adjustments for different genders or product types, simplifying the implementation of these strategies across diverse target markets.

In summary, the adoption of short-form videos in social media marketing, whether created by influencers or brands, plays a significant role in purchase intention when consumer engagement is considered. The effectiveness of these videos is not significantly moderated by gender or product type, indicating a broad applicability of this strategy and a need to address the limitations. For marketers, the key takeaway is to focus on creating highly engaging content that resonates with consumers, leveraging the strengths of both influencer and brand-generated short-form video content to drive purchase intentions.

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8. Appendix

8.1. Appendix A: Pre-Test

Pre-Test Survey Questions

Table 16:

Pre-Test Survey Questions

Construct and Items	Anchors
Perception of the "Aurora" Lamp has the Hedonic Product *Introduction: The "Aurora" is a house lamp that offers more than just illumination. It transforms any space into a visually stunning experience, mirroring the beauty of a starry night or the dynamic colors of the aurora borealis. This lamp is crafted to provide sensory pleasure and aesthetic appeal, making it an ideal choice for those looking to enhance their home environment with both light and art. The Aurora is perfect for creating a relaxing or romantic ambiance, designed specifically to cater to the desires for comfort, luxury, and sensory enjoyment.* 1. This product appears to focus more on enhancing visual appeal than on functionality. 2. The primary value of this product seems to be in creating a pleasurable experience. 3. This tool is more of a decorative item than a practical tool. 4. I would buy this product mainly for its aesthetic qualities. 5. The design of this product prioritizes visual experience over everyday utility.	1= Strongly Disagree/ 5= Strongly Agree
Perception of the "Utilamp" Lamp has the Utilitarian Product *Introduction: The "Utilamp" is a lamp that features a sleek, compact design with a clear LED light and an adjustable arm, allowing for focused task illumination. This lamp is built for durability and long-lasting use. The Utilamp is ideal for consumers seeking a reliable and effective lighting solution that prioritizes essential features such as brightness and adjustability, making it a practical addition to any workspace or area requiring concentrated light.* 1. This product appears to focus more on functionality than on enhancing visual appeal. 2. The primary value of this product seems to be in its practical utility. 3. This tool is more of a practical tool than a decorative item. 4. I would buy this product mainly for its functionality. 5. The design of this product prioritizes visual experience over everyday utility.	1= Strongly Disagree/ 5= Strongly Agree
Demographics	
Age	1= <18/ 2=18-24/ 3= 25-34/ 4=35-44/ 5=45-54/ 6=65-74
Gender	1= Male/ 2= Female/ 3= Non-binary/ third gender/ 4= Prefer not say

What is your country of residence?	1= Netherlands/ 2= Other (specify)
What is your educational level (last diploma)	1= High-school diploma/ 2= Associate degree/ 3= Bachelor's degree/ 4= Graduate's degree (Master, Phd, etc.)
Employment Status	1= Employed full-time/ 2= Employed part-time/ 3= Unemployed/ 4= Student/ 5= Retired/ 6= Other

Pre-test Descriptive Statistic: *Source SPSS*

Table 17:

Descriptive statistics of the pre-test survey results for the "Aurora" Lamp
Source: SPSS

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
For each statement, please indicate your level of agreement on a scale from Strongly Disagree to Strongly Agree. - This product appears to focus more on enhancing visual appeal than on functionality	23	2	5	4,30	,822
For each statement, please indicate your level of agreement on a scale from Strongly Disagree to Strongly Agree. - The primary value of this product seems to be in creating a pleasurable experience	23	4	5	4,61	,499
For each statement, please indicate your level of agreement on a scale from Strongly Disagree to Strongly Agree. - This product is more of a decorative item than a practical tool	23	2	5	3,70	,765
For each statement, please indicate your level of agreement on a scale from Strongly Disagree to Strongly Agree. - I would buy this product mainly for its aesthetic qualities	23	3	5	4,22	,600
For each statement, please indicate your level of agreement on a scale from Strongly Disagree to Strongly Agree. - The design of this product prioritizes visual experience over everyday utility	23	3	5	4,30	,635
Valid N (listwise)	23				

Table 18:

Descriptive statistics of the pre-test survey results for the "Utilamp" Lamp
Source: SPSS

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
For each statement, please indicate your level of agreement on a scale from Strongly Disagree to Strongly Agree. - This product appears to focus more on functionality than on enhancing visual appeal	23	3	5	4,57	,590
For each statement, please indicate your level of agreement on a scale from Strongly Disagree to Strongly Agree. - The primary value of this product seems to be in its practical utility	23	2	5	4,65	,775
For each statement, please indicate your level of agreement on a scale from Strongly Disagree to Strongly Agree. - This product is more of a practical tool than a decorative item	23	3	5	4,39	,656
For each statement, please indicate your level of agreement on a scale from Strongly Disagree to Strongly Agree. - I would buy this product mainly for its functionality	23	3	5	4,39	,656
For each statement, please indicate your level of agreement on a scale from Strongly Disagree to Strongly Agree. - The design of this product prioritizes visual experience over everyday utility	23	1	5	2,52	1,310
Valid N (listwise)	23				

Table 19:

Descriptive statistics of the pre-test survey results for demographic measures.
Source: SPSS

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Age	23	2	6	3,48	1,620
Gender	23	1	2	1,70	,470
What is your country of residence? - Selected Choice	23	1	2	1,48	,511
What is your educational level (last diploma)?	23	1	4	3,13	,968
Employment Status	23	1	5	2,43	1,441
Valid N (listwise)	23				

8.2. Appendix B: Questionnaire

Survey Introduction per Scenario and following Questions

Table 20:

Survey Product Introduction per Scenario

Survey Introduction	**Hedonic**	**Utilitarian**
Influencer	*(1) Imagine you are browsing on your preferred social media platform and scrolling on short-form videos (e.g. TikToks or Instagram Reels). Then, you find yourself seeing a 30 second video created by Sarah, an American influencer with 500K followers promoting "Aurora", a house lamp that immerses your space in a variety of visual experiences, from a calming starry night to a vibrant aurora borealis and designed for pleasure and enjoyment.* *In the video Sarah is showcasing the product, using it as a part of her night daily routine in her bedroom.* *Consider how these descriptions make you feel about the product and the content creator. When answering the questions, please base your responses solely on the information provided in the scenario.*	*(3) Imagine you are browsing on your preferred social media platform and scrolling on short-form videos (e.g. TikToks or Instagram Reels). Then, you find yourself seeing a 30 second video created by Sarah, an American influencer with 500K followers promoting "Utilamp", a sleek, compact functional lamp designed for optimal efficiency. Sarah showcases the clear, LED bright light, and adjustable arm for focused task illumination of the lamp, with a design that prioritizes longevity and practicality over aesthetic appeal.* *In the video Sarah is showcasing the product , using it as a part of her daily routine in her bedroom.* *Consider how these descriptions make you feel about the product and the content creator. When answering the questions, please base your responses solely on the information provided in the scenario.*
Brand	*(2) Imagine you are browsing on your preferred social media platform and scrolling on short-form videos (e.g. TikToks or Instagram Reels). Then, you find yourself seeing a video created by a brand called "Lux Light" promoting "Aurora", a house lamp that immerses your space in a variety of visual experiences, from a calming starry night to a vibrant aurora borealis product designed for pleasure and enjoyment.* *In the video "Lux Light" is showcasing the product directly to the consumer. The video transports you to a 30-second add where the "Aurora" lamp cycles through celestial scenes, from a starry night to a lively "Aurora" display, pitching its glow in every frame.*	*(4) Imagine you are browsing on your preferred social media platform and scrolling on short-form videos (e.g. TikTok or Instagram Reels). Then, you find yourself seeing a video created by a brand called "Light Sphere" promoting "Utilamp", a sleek, compact functional lamp designed for optimal efficiency. The brand showcases the clear, LED bright light, and adjustable arm for focused task illumination of the lamp, with a design that prioritizes longevity and practicality over aesthetic appeal.* *In the video "Light Sphere" is showcasing the product directly to the consumer, transporting you to a 30-second add where the "Utilamp" goes from the store to your desk, directly pitching its light in every frame.*

	Consider how these descriptions make you feel about the product and the content creator. When answering the questions, please base your responses solely on the information provided in the scenario.	*Consider how these descriptions make you feel about the product and the content creator. When answering the questions, please base your responses solely on the information provided in the scenario.*

Table 21:

Survey Questions

Constructs And Variables	**Questions**	**Anchors**
CE	1. How likely are you to follow or engage with the brand/influencer on social media after viewing the video 2. How likely are you to like/share or comment on the showcase video?	1= Extremely unlikely/ 5= Extremely likely
PI	3. The portrayal of the brand/influencer in the video affects my desire to buy the product. 4. After viewing the video, I intend to purchase the product that is being advertised. 5. The showcase of the product has an essential or desirable influence on the intention in exploring more products from the same brand in the future.	1= Strongly Disagree/ 5= Strongly Agree
Demographics	6. Age	1= <18/ 2=18-24/ 3= 25-34/ 4=35-44/ 5=45-54/ 6=65-74
	7. Gender	1= Male/ 2= Female/ 3= Non-binary/ third gender/ 4= Prefer not say
	8. What is your Contry of Residence?	1= Netherlands/ 2= Other (specify)
	9. What is your educational level (last diploma)?	1= High-school diploma/ 2= Associate degree/ 3= Bachelor's degree/ 4= Graduate's degree (Master, Phd, etc.)

	10. Employment Status	1= Employed full-time/ 2= Employed part-time/ 3= Unemployed/ 4= Student/ 5= Retired/ 6= Other
	11. How often do you use social media platforms?	1= Multiple times a day/ 2= Once a day/ 3=A few times a week/ 4= Once a week/ 5= Rarely/ 6= Never
	12. Which social media platforms do you actively use? (Check 3 that apply)	1 = Facebook/ 2 = Instagram/ 3 = Twitter/ 4 = Tiktok/ 5 = Snapchat/ 6 = LinkedIn/ 7 = Youtube

Survey and Pre-test Images: Source AI

Figure 3 and Figure 3: *Scenario 1 and 2 "Aurora" Lamp advertised by an Influencer and a Brand; Source: Open Ai*

Figure 5 and Figure 6: *Scenario 3 and 4 "Utilamp" Lamp advertised by an Influencer and a Brand; Source: Open Ai*

8.3. Appendix C: SPSS Data Results

Reliability Tests

Table 22:

Reliability Tests for PI
Source: SPSS

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	124	100.0
	Excluded[a]	0	.0
	Total	124	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.789	.789	3

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.196	2.798	3.427	.629	1.225	.120	3
Item Variances	1.200	1.109	1.268	.159	1.144	.007	3
Inter-Item Covariances	.665	.592	.729	.138	1.233	.004	3
Inter-Item Correlations	.555	.508	.615	.107	1.211	.002	3

Table 23:

Reliability Tests for CE
Source: SPSS

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	124	100.0
	Excluded[a]	0	.0
	Total	124	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.689	.689	2

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	2.444	2.226	2.661	.435	1.196	.095	2
Item Variances	1.616	1.575	1.657	.082	1.052	.003	2
Inter-Item Covariances	.849	.849	.849	.000	1.000	.000	2
Inter-Item Correlations	.526	.526	.526	.000	1.000	.000	2

Normality/ Skewness Tests

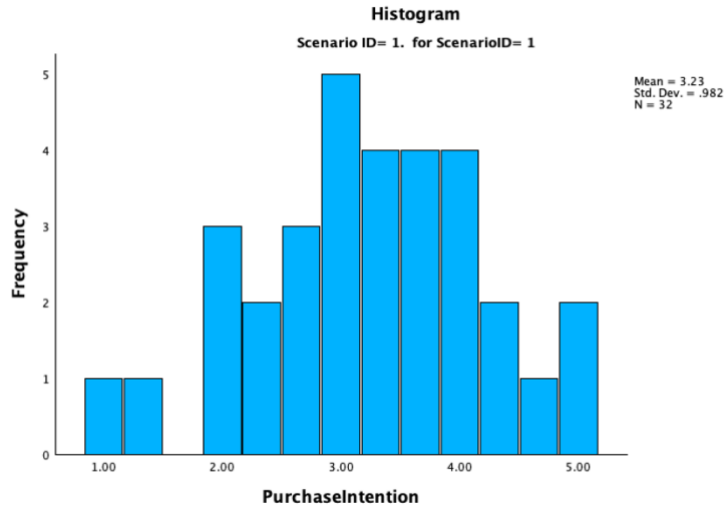

Figure 7: *Normality histogram Test for Purchase Intention Scenario 1*
Source: SPSS

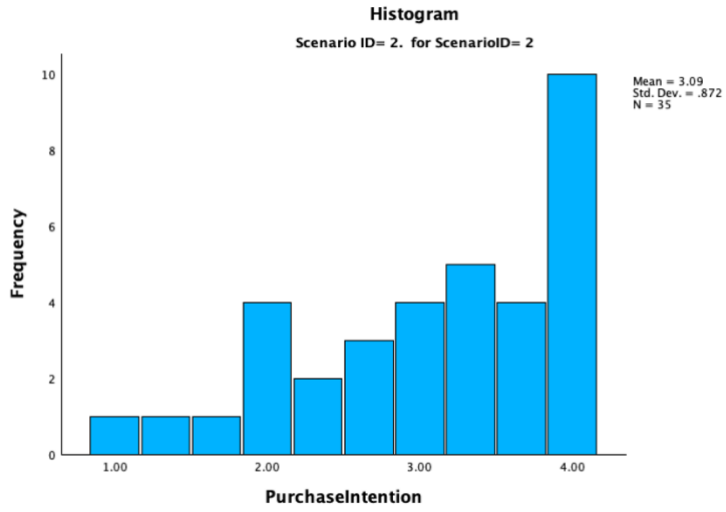

Figure 8: *Normality histogram Test for Purchase Intention Scenario 2*
Source: SPSS

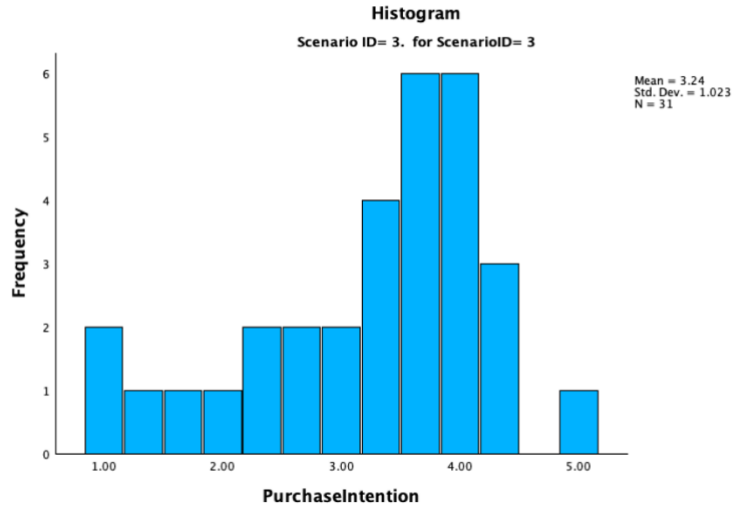

Figure 9: *Normality histogram Test for Purchase Intention Scenario 3*
Source: SPSS

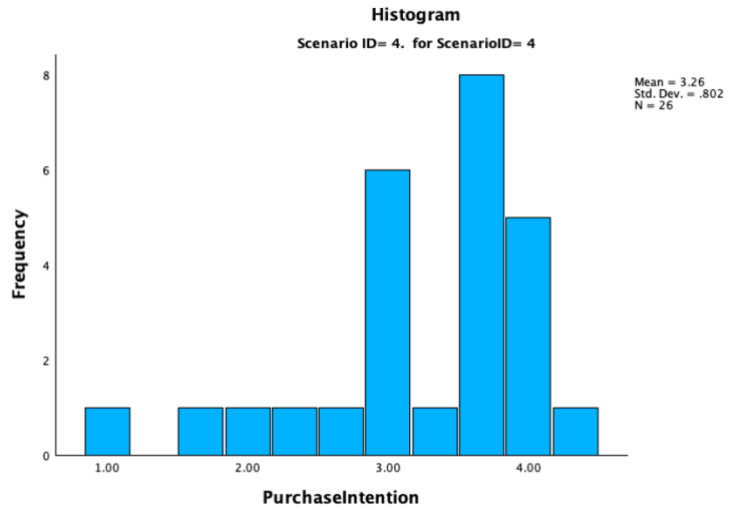

Figure 10: *Normality Test for Purchase Intention Scenario 4*
Source: SPSS

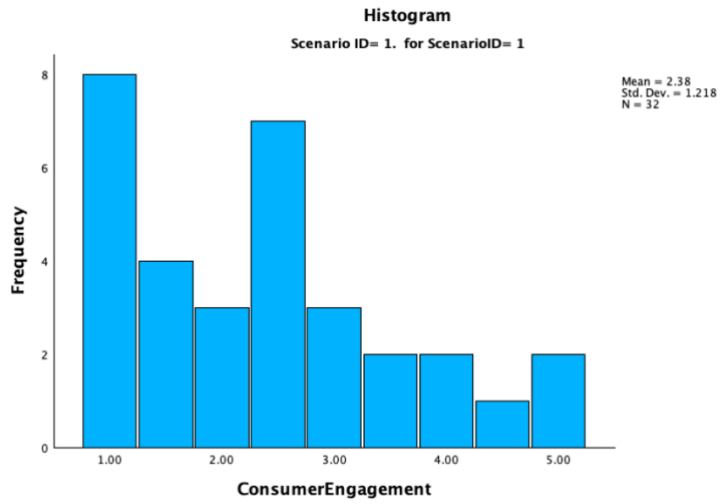

Figure 11: *Normality Test for Consumer Engagement Scenario 1*
Source: SPSS

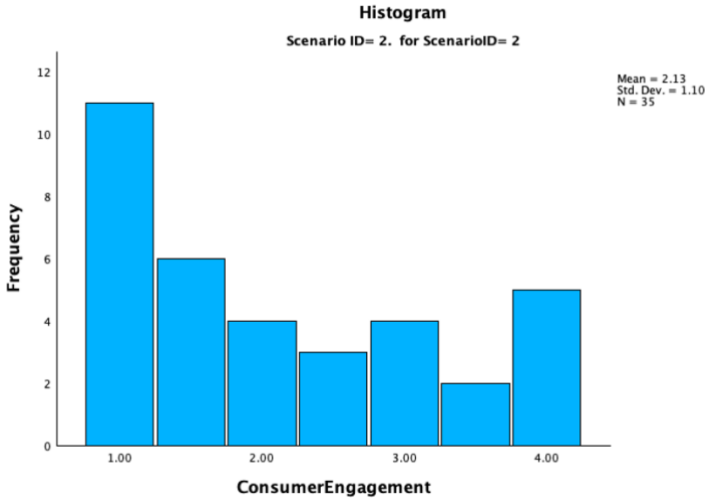

Figure 12: *Normality Test for Consumer Engagement Scenario 2*
Source: SPSS

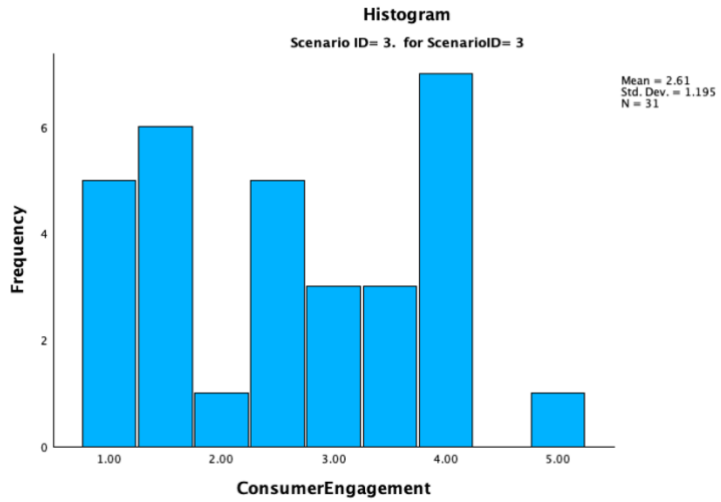

Figure 13: *Normality Test for Consumer Engagement Scenario 3*
Source: SPSS

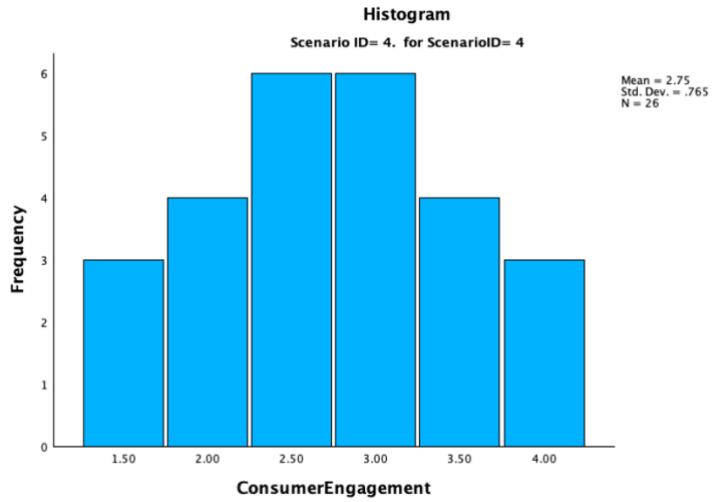

Figure 14: *Normality Test for Consumer Engagement Scenario 4*
Source: SPSS

Table 22:

Skewness and Kurtosis Test for PI and CE
Source: SPSS

Descriptives

Descriptive Statistics

				Bootstrap[a]			
						95% Confidence Interval	
		Statistic	Std. Error	Bias	Std. Error	Lower	Upper
PurchaseIntention	N	124		0	0	124	124
	Minimum	1.00					
	Maximum	5.00					
	Mean	3.1962		.0006	.0833	3.0323	3.3520
	Std. Deviation	.91856		-.00721	.05778	.79699	1.02662
	Skewness	-.635	.217	.007	.156	-.929	-.328
	Kurtosis	-.078	.431	.006	.346	-.658	.647
ConsumerEngagement	N	124		0	0	124	124
	Minimum	1.00					
	Maximum	5.00					
	Mean	2.4435		.0005	.0995	2.2500	2.6371
	Std. Deviation	1.11021		-.00854	.05143	1.00203	1.20612
	Skewness	.299	.217	-.004	.142	.029	.580
	Kurtosis	-.935	.431	.017	.204	-1.270	-.451
Valid N (listwise)	N	124		0	0	124	124

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

Hypothesis 1 and 2 Tests

Table 23:

Linear Regression for PI
Source: SPSS

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	EducationalLevel3, SFVType, AgeDummy2[b]	.	Enter

a. Dependent Variable: PurchaseIntention
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.110[a]	.012	-.013	.92436	.012	.487	3	120	.692

a. Predictors: (Constant), EducationalLevel3, SFVType, AgeDummy2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.248	3	.416	.487	.692[b]
	Residual	102.533	120	.854		
	Total	103.780	123			

a. Dependent Variable: PurchaseIntention
b. Predictors: (Constant), EducationalLevel3, SFVType, AgeDummy2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.359	.162		20.754	<.001		
	SFVType	-.093	.167	-.051	-.557	.579	.998	1.002
	AgeDummy2	-.084	.171	-.045	-.491	.624	.968	1.033
	EducationalLevel3	-.145	.169	-.079	-.858	.393	.969	1.032

a. Dependent Variable: PurchaseIntention

Hypothesis 3 Tests

Table 24:

Independent Sample T-Test (comparing means) for PI and CE
Source: SPSS

Group Statistics

	SFVType		Statistic	Bootstrap[a] Bias	Bootstrap[a] Std. Error	Bootstrap[a] 95% CI Lower	Bootstrap[a] 95% CI Upper
ConsumerEngagement	1.00	N	67				
		Mean	2.2463	-.0023	.1404	1.9577	2.5216
		Std. Deviation	1.15592	-.01357	.08522	.96967	1.29611
		Std. Error Mean	.14122				
	.00	N	57				
		Mean	2.6754	-.0054	.1298	2.4000	2.9083
		Std. Deviation	1.01547	-.01473	.07147	.84924	1.14187
		Std. Error Mean	.13450				
PurchaseIntention	1.00	N	67				
		Mean	3.1542	.0013	.1103	2.9210	3.3770
		Std. Deviation	.92173	-.00825	.07286	.76716	1.05966
		Std. Error Mean	.11261				
	.00	N	57				
		Mean	3.2456	-.0033	.1180	3.0104	3.4839
		Std. Deviation	.92050	-.01310	.09280	.70790	1.08902
		Std. Error Mean	.12192				

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

Independent Samples Test

		Levene's Test for Equality of Variances: F	Levene's Test for Equality of Variances: Sig.	t-test for Equality of Means: t	df	Significance: One-Sided p	Significance: Two-Sided p	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference: Lower	95% Confidence Interval of the Difference: Upper
ConsumerEngagement	Equal variances assumed	1.576	.212	-2.178	122	.016	.031	-.42917	.19708	-.81930	-.03904
	Equal variances not assumed			-2.201	121.864	.015	.030	-.42917	.19502	-.81524	-.04310
PurchaseIntention	Equal variances assumed	.051	.821	-.551	122	.291	.583	-.09139	.16599	-.41997	.23720
	Equal variances not assumed			-.551	118.886	.291	.583	-.09139	.16597	-.42002	.23725

Table 25:

Independent Sample T-Test (bootstrap) for PI and CE
Source: SPSS

Bootstrap for Independent Samples Test

		Mean Difference	Bootstrap[a] Bias	Bootstrap[a] Std. Error	Bootstrap[a] Sig. (2-tailed)	Bootstrap[a] 95% CI Lower	Bootstrap[a] 95% CI Upper
ConsumerEngagement	Equal variances assumed	-.42917	.00308	.18712	.027	-.79998	-.05927
	Equal variances not assumed	-.42917	.00308	.18712	.026	-.79998	-.05927
PurchaseIntention	Equal variances assumed	-.09139	.00458	.16438	.582	-.41699	.22788
	Equal variances not assumed	-.09139	.00458	.16438	.581	-.41699	.22788

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

Independent Samples Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval Lower	95% Confidence Interval Upper
ConsumerEngagement	Cohen's d	1.09369	-.392	-.748	-.035
	Hedges' correction	1.10047	-.390	-.744	-.035
	Glass's delta	1.01547	-.423	-.783	-.059
PurchaseIntention	Cohen's d	.92117	-.099	-.452	.254
	Hedges' correction	.92688	-.099	-.450	.253
	Glass's delta	.92050	-.099	-.452	.255

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

Hypothesis 4 Tests

Table 26:

Linear Regression on CE w/control variables
Source: SPSS

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	EducationalLevel3, SFVType, AgeDummy2[b]	.	Enter

a. Dependent Variable: ConsumerEngagement
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	F Change	df1	df2	Sig. F Change
1	.259[a]	.067	.044	1.08558	.067	2.881	3	120	.039

a. Predictors: (Constant), EducationalLevel3, SFVType, AgeDummy2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.187	3	3.396	2.881	.039[b]
	Residual	141.418	120	1.178		
	Total	151.605	123			

a. Dependent Variable: ConsumerEngagement
b. Predictors: (Constant), EducationalLevel3, SFVType, AgeDummy2

Coefficients[a]

Model		Unstandardized Coefficients: B	Unstandardized Coefficients: Std. Error	Standardized Coefficients: Beta	t	Sig.	Collinearity Statistics: Tolerance	Collinearity Statistics: VIF
1	(Constant)	2.850	.190		14.996	<.001		
	SFVType	-.422	.196	-.190	-2.158	.033	.998	1.002
	AgeDummy2	.068	.201	.030	.336	.737	.968	1.033
	EducationalLevel3	-.388	.198	-.175	-1.957	.053	.969	1.032

a. Dependent Variable: ConsumerEngagement

Table 27:

Linear Regression on PI with prediction effect of CE w/control variables
Source: SPSS

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	ConsumerEngagement, AgeDummy2, SFVType, EducationalLevel3[b]	.	Enter

a. Dependent Variable: PurchaseIntention
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	F Change	df1	df2	Sig. F Change
1	.591[a]	.349	.327	.75356	.349	15.939	4	119	<.001

a. Predictors: (Constant), ConsumerEngagement, AgeDummy2, SFVType, EducationalLevel3

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.205	4	9.051	15.939	<.001[b]
	Residual	67.575	119	.568		
	Total	103.780	123			

a. Dependent Variable: PurchaseIntention
b. Predictors: (Constant), ConsumerEngagement, AgeDummy2, SFVType, EducationalLevel3

Coefficients[a]

Model		Unstandardized Coefficients: B	Unstandardized Coefficients: Std. Error	Standardized Coefficients: Beta	t	Sig.	Collinearity Statistics: Tolerance	Collinearity Statistics: VIF
1	(Constant)	1.942	.224		8.681	<.001		
	SFVType	.117	.139	.064	.847	.399	.961	1.040
	AgeDummy2	-.118	.139	-.063	-.843	.401	.967	1.034
	EducationalLevel3	.048	.140	.026	.344	.731	.939	1.065
	ConsumerEngagement	.497	.063	.601	7.846	<.001	.933	1.072

a. Dependent Variable: PurchaseIntention

Hypothesis 5 Tests

Table 28:

Linear Regression: moderating effect gender on CE
Source: SPSS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.271[a]	.074	.034	1.09093

a. Predictors: (Constant), EducationalLevel3, SFVType, GenderDummy, AgeDummy2, InteractionGenderSFV

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.171	5	2.234	1.877	.103[b]
	Residual	140.434	118	1.190		
	Total	151.605	123			

a. Dependent Variable: ConsumerEngagement

b. Predictors: (Constant), EducationalLevel3, SFVType, GenderDummy, AgeDummy2, InteractionGenderSFV

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.887	.307		9.401	<.001
	SFVType	−.630	.352	−.284	−1.789	.076
	InteractionGenderSFV	.316	.426	.136	.742	.459
	GenderDummy	−.069	.323	−.029	−.213	.832
	AgeDummy2	.085	.203	.038	.419	.676
	EducationalLevel3	−.378	.201	−.171	−1.883	.062

a. Dependent Variable: ConsumerEngagement

Table 29:

Linear Regression: moderating effect gender on PI
Source: SPSS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.125[a]	.016	−.026	.93045

a. Predictors: (Constant), EducationalLevel3, SFVType, GenderDummy, AgeDummy2, InteractionGenderSFV

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.623	5	.325	.375	.865[b]
	Residual	102.157	118	.866		
	Total	103.780	123			

a. Dependent Variable: PurchaseIntention

b. Predictors: (Constant), EducationalLevel3, SFVType, GenderDummy, AgeDummy2, InteractionGenderSFV

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3.435	.262		13.117	<.001
	SFVType	−.252	.300	−.137	−.840	.403
	InteractionGenderSFV	.235	.363	.122	.648	.518
	GenderDummy	−.113	.275	−.058	−.409	.683
	AgeDummy2	−.075	.173	−.040	−.431	.667
	EducationalLevel3	−.144	.171	−.078	−.840	.402

a. Dependent Variable: PurchaseIntention

Hypothesis 6 Tests

Table 30:

Descriptive Statistics and Correlations: moderating effect of product type on CE
Source: SPSS

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
ConsumerEngagement	2.4435	1.11021	124
ProductType_Scenario	.4919	.50196	124
SFVType	.5403	.50039	124
InteractionPTSFV	.2823	.45192	124
AgeDummy2	.4194	.49546	124
EducationalLevel3	.5323	.50098	124

Correlations

		ConsumerEngagement	ProductType_Scenario	SFVType	InteractionPTSFV	AgeDummy2	EducationalLevel3
Pearson Correlation	ConsumerEngagement	1.000	-.045	-.193	-.179	.006	-.172
	ProductType_Scenario	-.045	1.000	.066	.637	-.019	.017
	SFVType	-.193	.066	1.000	.578	-.036	.011
	InteractionPTSFV	-.179	.637	.578	1.000	.012	.121
	AgeDummy2	.006	-.019	-.036	.012	1.000	.174
	EducationalLevel3	-.172	.017	.011	.121	.174	1.000
Sig. (1-tailed)	ConsumerEngagement	.	.311	.016	.024	.472	.028
	ProductType_Scenario	.311	.	.233	.000	.417	.425
	SFVType	.016	.233	.	.000	.346	.452
	InteractionPTSFV	.024	.000	.000	.	.449	.090
	AgeDummy2	.472	.417	.346	.449	.	.026
	EducationalLevel3	.028	.425	.452	.090	.026	.
N	ConsumerEngagement	124	124	124	124	124	124
	ProductType_Scenario	124	124	124	124	124	124
	SFVType	124	124	124	124	124	124
	InteractionPTSFV	124	124	124	124	124	124
	AgeDummy2	124	124	124	124	124	124
	EducationalLevel3	124	124	124	124	124	124

Table 31:

Linear Regression: moderating effect of product type on CE
Source: SPSS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.119[a]	.014	-.028	.93119	.014	.337	5	118	.890

a. Predictors: (Constant), EducationalLevel3, SFVType, ProductType_Scenario, AgeDummy2, InteractionPTSFV

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.462	5	.292	.337	.890[b]
	Residual	102.319	118	.867		
	Total	103.780	123			

a. Dependent Variable: PurchaseIntention

b. Predictors: (Constant), EducationalLevel3, SFVType, ProductType_Scenario, AgeDummy2, InteractionPTSFV

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.359	.208		16.147	<.001
	ProductType_Scenario	-.014	.250	-.008	-.056	.956
	SFVType	-.040	.237	-.022	-.169	.866
	InteractionPTSFV	-.099	.343	-.049	-.290	.773
	AgeDummy2	-.083	.172	-.045	-.482	.631
	EducationalLevel3	-.135	.173	-.073	-.777	.438

a. Dependent Variable: PurchaseIntention

Table 32:

Descriptive Statistics and Correlation: moderating effect of product type on PI
Source: SPSS

Descriptive Statistics

	Mean	Std. Deviation	N
PurchaseIntention	3.1962	.91856	124
ProductType_Scenario	.4919	.50196	124
SFVType	.5403	.50039	124
InteractionPTSFV	.2823	.45192	124
AgeDummy2	.4194	.49546	124
EducationalLevel3	.5323	.50098	124

Correlations

		PurchaseIntention	ProductType_Scenario	SFVType	InteractionPTSFV	AgeDummy2	EducationalLevel3
Pearson Correlation	PurchaseIntention	1.000	-.041	-.050	-.076	-.057	-.087
	ProductType_Scenario	-.041	1.000	.066	.637	-.019	.017
	SFVType	-.050	.066	1.000	.578	-.036	.011
	InteractionPTSFV	-.076	.637	.578	1.000	.012	.121
	AgeDummy2	-.057	-.019	-.036	.012	1.000	.174
	EducationalLevel3	-.087	.017	.011	.121	.174	1.000
Sig. (1-tailed)	PurchaseIntention	.	.327	.291	.201	.264	.167
	ProductType_Scenario	.327	.	.233	.000	.417	.425
	SFVType	.291	.233	.	.000	.346	.452
	InteractionPTSFV	.201	.000	.000	.	.449	.090
	AgeDummy2	.264	.417	.346	.449	.	.026
	EducationalLevel3	.167	.425	.452	.090	.026	.
N	PurchaseIntention	124	124	124	124	124	124
	ProductType_Scenario	124	124	124	124	124	124
	SFVType	124	124	124	124	124	124
	InteractionPTSFV	124	124	124	124	124	124
	AgeDummy2	124	124	124	124	124	124
	EducationalLevel3	124	124	124	124	124	124

Table 33:

Linear Regression: moderating effect of product type on PI
Source: SPSS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.267[a]	.071	.032	1.09239	.071	1.809	5	118	.116

a. Predictors: (Constant), EducationalLevel3, SFVType, ProductType_Scenario, AgeDummy2, InteractionPTSFV

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.793	5	2.159	1.809	.116[b]
	Residual	140.812	118	1.193		
	Total	151.605	123			

a. Dependent Variable: ConsumerEngagement

b. Predictors: (Constant), EducationalLevel3, SFVType, ProductType_Scenario, AgeDummy2, InteractionPTSFV

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.801	.244		11.477	<.001
	ProductType_Scenario	.075	.293	.034	.256	.798
	SFVType	-.294	.278	-.132	-1.057	.293
	InteractionPTSFV	-.256	.402	-.104	-.636	.526
	AgeDummy2	.072	.202	.032	.356	.722
	EducationalLevel3	-.364	.203	-.164	-1.793	.076

a. Dependent Variable: ConsumerEngagement