

THE IMPACT OF SHORT VIDEO CHARACTERISTICS ON IMPULSE BUYING BEHAVIOR: THE ROLE OF AROUSAL, PLEASURE, AND TRUST

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Appendix 1. Measurement items

Measurement Scale Structure	Load factors	α	CR	AVE
Visual appeal (Liu et al., 2020)		0.737	0.839	0.639
The product content displayed in short videos is highly appealing, visually appealing, and captivating	0.830			
I find the way short videos display product information very appealing	0.896			
I like the product viewing interface on the short videos.	0.651			
Social influence (Ngo et al., 2024)		0.78	0.869	0.689
I find it very useful to monitor social interactions (likes, positive comments) under short videos	0.833			
Seeing friends or communities with similar interests making purchases through short videos motivates me to take similar actions to keep up with trends.	0.752			
I trust and easily accept shopping recommendations from the user community on short videos when making purchasing decisions.	0.898			
Entertainment (Oh et al., 2007)		0.811	0.875	0.637
The way the product is introduced in the short video is quite interesting to me.	0.808			
The way products are presented in short videos is highly entertaining.	0.827			
Short videos introducing products keep me from getting bored.	0.783			
I watch short videos as a form of entertainment.	0.773			
Informativeness (Ducoffe, 1996)		0.831	0.899	0.747
Short videos are considered a valuable source of product information.	0.858			
Short videos often provide information related to the product.	0.861			
Short videos provide timely product updates.	0.874			
Arousal (Ngo et al., 2024)		0.818	0.904	0.702
I feel excited when watching short video content.	0.787			

Measurement Scale Structure	Load factors	α	CR	AVE
I feel captivated and energized when watching short videos.	0.801			
I feel excited by the creativity of short videos.	0.821			
My emotions are strongly activated throughout the duration of the short video.	0.806			
Pleasure (Huang et al., 2017)		0.858	0.904	0.702
I feel excited when shopping by watching short videos	0.830			
I feel truly comfortable with the shopping experience through short videos	0.854			
I feel satisfied when shopping through short videos.	0.837			
Overall, I find it enjoyable to interact with the content in short videos.	0.829			
Trust (Zhang et al., 2021)		0.863	0.906	0.708
I believe the product introduced in the short video will not encounter any issues.	0.846			
I can rely on the information in the short video to make an appropriate assessment of the product.	0.844			
I believe the information in the short video accurately reflects the actual condition of the product.	0.840			
I trust that the products I receive will be similar to those introduced in the short video.	0.835			
Impulse buying behavior (Mehrabian and Russell, 1974)		0.954	0.967	0.88
I often purchase products on short videos spontaneously.	0.941			
Most of the products I buy through short videos are not part of my planned budget.	0.938			
I have purchased products on short videos that I initially had no intention of buying.	0.944			
Sometimes I can't resist the urge to buy something while watching short videos.	0.928			

Note: α = Cronbach's alpha; CR = Composite reliability; AVE = Average variance extracted.

Appendix 2. Reliability and convergent validity assessment of the measurement scale

	CA	rho_A	CR	AVE
VI	0.737	0.84	0.839	0.639
SI	0.78	0.86	0.869	0.689
EN	0.811	0.819	0.875	0.637
IN	0.831	0.833	0.899	0.747
PL	0.858	0.86	0.904	0.702
AR	0.818	0.82	0.88	0.646
TR	0.863	0.867	0.906	0.708
OIB	0.954	0.957	0.967	0.88

Appendix 3. Results of indirect effect testing (Bootstrap)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics	P Values
EN -> AR -> OIB	0.025	0.023	0.013	1.957	0.051
IN -> AR -> OIB	0.041	0.044	0.021	1.919	0.056
SI -> AR -> OIB	0.016	0.014	0.01	1.555	0.12
VI -> AR -> OIB	0.014	0.014	0.009	1.505	0.133
EN -> PL -> OIB	0.026	0.025	0.014	1.875	0.061
IN -> PL -> OIB	0.052	0.051	0.02	2.539	0.011
SI -> PL -> OIB	0.012	0.009	0.01	1.132	0.258
VI -> PL -> OIB	0.019	0.019	0.01	1.904	0.058
EN -> TR -> OIB	0.04	0.037	0.014	2.863	0.004
IN -> TR -> OIB	0.055	0.056	0.021	2.678	0.008
SI -> TR -> OIB	0.03	0.026	0.016	1.824	0.069
VI -> TR -> OIB	0.03	0.029	0.011	2.659	0.008

Appendix 4. Fornell-Larcker Index Values

	AR	EN	IN	OIB	PL	SI	TR	VI
AR	0.804							
EN	0.259	0.798						
IN	0.430	0.430	0.864					
OIB	0.223	0.158	0.388	0.938				
PL	0.249	0.241	0.400	0.249	0.838			
SI	-0.010	-0.535	-0.128	-0.030	-0.058	0.830		
TR	0.319	0.250	0.423	0.267	0.292	0.006	0.841	
VI	0.180	-0.089	0.266	0.081	0.182	-0.032	0.222	0.799

Appendix 5 . Results of the discriminant validity test using the HTMT index

	AR	EN	IN	OIB	PL	SI	TR	VI
AR								
EN	0.309							
IN	0.519	0.519						
OIB	0.251	0.178	0.434					
PL	0.298	0.287	0.474	0.272				
SI	0.038	0.693	0.164	0.038	0.087			
TR	0.378	0.290	0.499	0.292	0.337	0.060		
VI	0.212	0.141	0.362	0.084	0.201	0.091	0.245	

Appendix 6. Multicollinearity test (VIF)

	AR	EN	IN	OIB	PL	SI	TR	VI
AR				1.147				
EN	1.863				1.863		1.863	
IN	1.431				1.431		1.431	
OIB								
PL				1.126				
SI	1.459				1.459		1.459	
TR				1.176				
VI	1.164				1.164		1.164	

Appendix 7. R² and adjusted R² results of the structural model

	R Square	Adjusted R Square
AR	0.215	0.207
OIB	0.117	0.11
PL	0.179	0.171
TR	0.223	0.215