

“How short-video creativity and influencer credibility drive impulsive buying intention: The sequential roles of perceived cultural relevance and perceived content authenticity”

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HOW SHORT-VIDEO CREATIVITY AND INFLUENCER CREDIBILITY DRIVE IMPULSIVE BUYING INTENTION: THE SEQUENTIAL ROLES OF PERCEIVED CULTURAL RELEVANCE AND PERCEIVED CONTENT AUTHENTICITY

Abstract

This study examines the relationships between short-video creativity, influencer credibility, and impulsive buying intention through the sequential mediating roles of perceived cultural relevance and perceived content authenticity. A quantitative cross-sectional survey was conducted among 155 active users of TikTok, Instagram Reels, and YouTube Shorts in Indonesia who had recently viewed fashion-related promotional content and considered purchasing after exposure, ensuring direct relevance to short-video commerce behavior. Data were collected online between September and October 2025 using purposive sampling and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that short-video creativity ($\beta = 0.297$; $p = 0.004$) and influencer credibility ($\beta = 0.616$; $p < 0.001$) are positively related to perceived cultural relevance, which is positively linked to perceived content authenticity ($\beta = 0.762$; $p < 0.001$). Perceived content authenticity was positively associated with impulsive buying intention ($\beta = 0.559$; $p < 0.001$), while the direct effects of short-video creativity and influencer credibility were not significant. Sequential mediation was supported for both pathways, supporting the proposed statistical mediation model in which impulsive buying intention is linked to short-video stimuli through perceived cultural relevance and perceived content authenticity. Because the study employed purposive sampling and the sample was predominantly female and concentrated on respondents from Java Island, the findings should be interpreted within the context of consumer groups similar to those represented in the sample rather than as representative of all Indonesian consumers. These findings extend the Stimulus–Organism–Response framework and provide managerial implications for designing culturally resonant and authentic digital marketing strategies.

Keywords

short video, influencer, authenticity, culture, impulsive buying, fashion

JEL Classification

M31, D12, M37

INTRODUCTION

Short-video commerce has become one of the most influential formats in contemporary digital marketing. Platforms such as TikTok, Instagram Reels, and YouTube Shorts combine visual storytelling, social interaction, and purchasing cues within brief content exposure, enabling rapid consumer responses in highly stimulus-rich environments (Nyrhinen et al., 2024; Liu & Cabading, 2025). Indonesia provides a particularly relevant context for examining impulsive buying in short-video commerce due to its high social-media penetration, with approximately 143 million social-media users representing more than half of the national population in 2025. Platforms such as TikTok, Instagram, and YouTube ranked among the country's most frequently

used social-media platforms, while the continued expansion of social-commerce and e-commerce has strengthened the role of digital content in fashion-related purchasing decisions (DataReportal, 2025; We Are Social & Meltwater, 2025).

This environment is closely associated with impulsive buying intention, which refers to consumers' tendency to make spontaneous and unplanned purchase decisions without extensive deliberation. Prior studies show that digital marketing stimuli such as content attractiveness, informativeness, and influencer credibility can strengthen purchase-related responses and impulse formation (Shamim & Islam, 2022; Yang et al., 2024). However, while platform metrics such as views, likes, and click-through rates indicate engagement outcomes, they do not adequately explain the internal psychological process through which short-video stimuli are transformed into impulsive buying intention.

The scientific problem of this study lies in the limited understanding of how short-video creativity and influencer credibility jointly influence impulsive buying through consumers' internal evaluations. Existing studies often examine content features, influencer credibility, cultural congruence, and authenticity separately, leaving insufficient explanation of how these perceptions emerge as a connected process in fast-moving digital environments. Understanding this mechanism is important not only for extending consumer behavior theory but also for improving managerial decision-making in short-video commerce, where effectiveness depends not merely on exposure, but on how consumers interpret relevance and authenticity before acting impulsively.

1. LITERATURE REVIEW AND HYPOTHESES

Short-video creativity refers to the extent to which short-form video content is perceived as novel, engaging, visually appealing, and emotionally stimulating (Redi et al., 2014). In digital commerce environments, creative content attracts attention and encourages rapid heuristic evaluation, especially when consumers are exposed to fast-moving and entertainment-driven content streams. Prior studies show that short-video characteristics such as creativity, informativeness, entertainment, and interactivity significantly increase consumer engagement and purchase intention by enhancing relevance and emotional connection with the content (Li et al., 2022; Yang et al., 2024; Liu & Cabading, 2025). Short-video platforms such as TikTok, Instagram Reels, and YouTube Shorts further intensify impulsive buying because rapid content exposure, real-time interaction, and entertainment-oriented browsing reduce deliberate evaluation and encourage spontaneous responses in social commerce settings (Sun et al., 2019; Wongkitrungrueng & Assarut, 2020; Xu et al., 2020). When consumers perceive short-video content as culturally familiar and aligned with their identity and social values, they are more likely to interpret it as personally meaningful and relevant.

Therefore, short-video creativity is expected to positively influence perceived cultural relevance.

Research also highlights the importance of influencer-related social cues in shaping consumer responses. Influencer credibility, reflected in expertise, trustworthiness, and reliability, strengthens trust formation and purchase intention in social commerce settings (Shamim & Islam, 2022; Ao et al., 2023). Prior studies further show that credibility improves parasocial interaction and persuasive effectiveness, particularly when consumers perceive a strong fit between the influencer, the promoted product, and their own self-concept (Djafarova & Rushworth, 2017; Breves et al., 2019; Sokolova & Kefi, 2020; Belanche et al., 2021). These findings suggest that influencer credibility functions as an important external stimulus in short-video environments because consumers rely on trusted and relatable influencers to evaluate whether promotional content aligns with their personal values, identity, and cultural context.

However, impulsive buying is rarely driven by exposure alone. Studies increasingly show that digital stimuli influence impulsive buying primarily by activating internal evaluative processes rather than producing direct behavioral reactions. In live-streaming commerce, social presence fea-

tures stimulate impulse buying through affective responses such as pleasure and arousal, while cognitive and affective evaluations mediate the relationship between external stimuli and online impulse buying behavior (Kimiagari & Malafe, 2021; Li et al., 2022). These findings suggest that impulsive buying in digital environments reflects a structured evaluative process rather than a purely spontaneous reaction.

Among these internal evaluations, perceived cultural relevance and perceived content authenticity are particularly important. Perceived cultural relevance refers to the extent to which consumers perceive marketing content as aligned with their values, identity, and everyday social context. Research shows that culturally congruent communication strengthens favorable responses by making marketing messages feel socially appropriate and norm-consistent (Raza & Zaman, 2021). Cultural fit also enhances positive evaluations when communication aligns with salient mental representations such as brand image, social identity, and audience expectations (Torelli et al., 2012; Bartikowski et al., 2023). When short-video content reflects familiar lifestyles, language, and symbolic meanings, consumers are more likely to perceive it as culturally relevant.

Perceived content authenticity refers to the extent to which consumers judge content as genuine, sincere, and credible rather than strategically manipulative. Authenticity strengthens trust and increases purchase-related responses in digital environments (Napoli et al., 2014; Shoenberger & Kim, 2022). Authenticity is more likely to emerge when consumers perceive transparency, consistency, and a natural fit between the message, the communicator, and their lived experience rather than overly strategic or commercially forced persuasion (Beverland & Farrelly, 2010; Moulard et al., 2015; Audrezet et al., 2020). Prior studies further show that when consumers perceive stronger cultural alignment with a product or message, they are more likely to judge it as authentic and trustworthy because cultural congruence reduces perceived strategic intent and increases the naturalness of the message (Beverland, 2005; Escalas & Bettman, 2005; Li et al., 2023). When content feels culturally relevant, consumers are more likely to infer authenticity, which subsequently reduces re-

sistance and facilitates impulsive buying intention. Although conceptually related, perceived cultural relevance and perceived content authenticity capture different evaluations. Cultural relevance concerns perceived alignment with consumers' values and social context, whereas authenticity concerns judgments regarding the genuineness and sincerity of the message.

The mechanism through which short-video stimuli influence impulsive buying can be explained using the Stimulus–Organism–Response (S–O–R) framework. The S–O–R model proposes that environmental stimuli affect internal organism states, which subsequently shape behavioral responses (Mehrabian & Russell, 1974). In digital commerce, external cues such as content design, platform interaction, and influencer communication function as stimuli, while consumers' perceptions, emotions, and evaluations operate as organism states that determine behavioral outcomes such as purchase intention and impulsive buying. Previous studies have successfully applied the S–O–R framework to explain online impulse buying, particularly in contexts where rapid exposure to persuasive cues limits extensive deliberation (Parboteeah et al., 2009; Verhagen & Van Dolen, 2011; Li et al., 2022).

However, the S–O–R framework alone does not fully explain how consumers process multiple short-video cues under time pressure. For this reason, this study integrates bounded rationality to strengthen the explanation of internal evaluation. Bounded rationality suggests that consumers rely on simplified heuristics rather than fully rational and exhaustive decision-making when facing complex and information-dense environments (Simon, 1955, 1957). In short-video commerce, consumers are exposed to condensed visual signals, influencer endorsements, and social validation cues within a few seconds, making heuristic evaluation highly relevant. Rather than conducting extensive comparison, consumers are more likely to rely on immediate judgments regarding whether the content feels culturally relevant and whether it appears authentic.

This perspective supports the argument that perceived cultural relevance and perceived content authenticity should not be treated as isolated me-

diators, but as connected organism states within a sequential evaluative process. Prior studies show that cultural congruence often functions as an early interpretive filter through which consumers decide whether content feels personally meaningful before evaluating whether it is trustworthy or genuine (Escalas & Bettman, 2003; Torelli et al., 2012; Bartikowski et al., 2023). Authenticity judgments then serve as a stronger predictor of trust formation and purchase response (Beverland & Farrelly, 2010; Napoli et al., 2014; Morhart et al., 2015). This sequence is consistent with recent S-O-R studies showing that consumers first interpret relevance and fit before developing stronger judgments of authenticity, trust, and impulse-related behavioral intentions, indicating that impulsive buying in digital environments reflects a structured evaluative process rather than a purely spontaneous reaction (Islam et al., 2021; Kimiagari & Malafe, 2021; Li et al., 2022).

Despite growing research on short-video commerce, three important gaps remain. First, prior studies often examine short-video creativity and influencer credibility separately, focusing either on content characteristics or influencer effects without sufficiently explaining how these two stimuli jointly shape impulsive buying intention (Lou & Yuan, 2019; Shamim & Islam, 2022; Yang et al., 2024). Second, perceived cultural relevance and perceived content authenticity are commonly treated as independent mediators, while limited research explains how they operate as a connected psychological sequence leading to impulsive buying behavior (Kimiagari & Malafe, 2021; Shoenberger & Kim, 2022; Li et al., 2023). Third, although the S-O-R framework is widely applied in digital commerce research, fewer studies integrate environmental stimulus models with cognitive perspectives such as bounded rationality to explain how consumers process multiple short-video cues under rapid decision conditions (Li et al., 2022; Nyrrhinen et al., 2024). As a result, the mechanism through which short-video stimuli are translated into impulsive buying intention remains theoretically fragmented.

Therefore, this study aims to examine how short-video creativity and influencer credibility influence impulsive buying intention through the sequential mediating roles of perceived cultural

relevance and perceived content authenticity. By integrating the S-O-R framework with bounded rationality, the study contributes to the literature by explaining impulsive buying in short-video commerce as the result of an ordered internal evaluative process rather than a direct reaction to persuasive stimuli alone.

Table 1 summarizes key strands of prior work and highlights the specific gap this study addresses.

Based on the theoretical foundation and prior empirical findings, short-video creativity and influencer credibility are positioned as external stimuli that activate internal evaluations of perceived cultural relevance and perceived content authenticity, which subsequently influence impulsive buying intention. Perceived cultural relevance is expected to emerge first as consumers evaluate whether the content aligns with their values, identity, and social context. This initial interpretive filter determines whether the message feels personally meaningful and socially appropriate. Such evaluation then shapes perceived content authenticity, as culturally relevant content is more likely to be interpreted as genuine and trustworthy, which subsequently increases consumers' tendency to make spontaneous purchase decisions. At the same time, prior studies in influencer marketing and short-video commerce suggest that persuasive stimuli may also trigger immediate behavioral responses without extensive internal evaluation (Shamim & Islam, 2022; Liu & Cabading, 2025). Therefore, direct effects from short-video creativity and influencer credibility on impulsive buying intention are included to compare immediate stimulus-driven responses with the proposed sequential internal evaluation mechanism.

This study aims to examine the relationships between short-video creativity, influencer credibility, and impulsive buying intention through the sequential mediating roles of perceived cultural relevance and perceived content authenticity.

Study hypotheses are as follows:

- H1: Short-video creativity has a positive effect on perceived cultural relevance.*
- H2: Influencer credibility has a positive effect on perceived cultural relevance.*

Table 1. Summary of prior research and identified gaps

Study	Context and sample	Lens/method	Constructs examined	Key findings	Gap identified
Liu and Cabading (2025)	Women's fashion consumers exposed to short-video content	S–O–R; quantitative survey	Short-video content characteristics, perceived value, purchase intention	Informative, entertaining, interactive, scene-based, and creative content significantly increase purchase intention through perceived value	Does not examine perceived cultural relevance or perceived content authenticity and does not explain impulsive buying through a sequential internal evaluation process
Shoenberger and Kim (2022)	Social media users interacting with influencers	Survey; mediation analysis	Influencer similarity, perceived authenticity, purchase intention	Perceived authenticity mediates the relationship between influencer similarity and purchase intention	Focuses on influencer authenticity and similarity but does not incorporate short-video creativity or explain how perceived cultural relevance precedes perceived content authenticity within a sequential mechanism
Shamim and Islam (2022)	Consumers exposed to influencer marketing content	Quantitative survey	Message credibility, media credibility, trust, impulsive buying intention	Message credibility and media credibility increase trust, which subsequently strengthens impulsive buying intention	Explains credibility-driven impulsive buying but does not examine how perceived cultural relevance shapes perceived content authenticity before impulsive buying intention emerges
Nyrhinen et al. (2024)	Young consumers in digital advertising environments	Survey-based empirical study	Credibility, informativeness, impulsive buying behavior	Credibility and informativeness significantly predict impulsive buying behavior	Shows digital advertising stimulus–response relationships but does not explain how internal evaluations unfold sequentially in short-video commerce settings
Raza and Zaman (2021)	Digital advertising users	Quantitative study	Cultural congruence, value alignment, purchase intention	Norm-congruent communication strengthens attitudes and purchase intention through value alignment	Establishes the importance of cultural congruence in digital advertising but does not examine how perceived cultural relevance contributes to perceived content authenticity and impulsive buying in short-video environments
Bartikowski et al. (2023)	Marketing communication across culturally diverse audiences	Empirical study	Cultural fit, brand image, audience expectations	Cultural fit improves positive evaluations by aligning communication with consumers' values and expectations	Explains cultural fit conceptually but does not position perceived cultural relevance as an antecedent of perceived content authenticity or impulsive buying in short-video commerce
Parboteeah et al. (2009)	Online consumers using commercial websites	S–O–R; empirical analysis	Website characteristics, urge to buy impulsively	Website stimuli trigger impulsive buying by activating internal cognitive and affective evaluations	Explains how website stimuli activate internal evaluations that trigger impulsive buying but does not examine short-video platforms or the sequential pathway from perceived cultural relevance to perceived content authenticity
Verhagen and Van Dolen (2011)	Online shoppers in e-commerce environments	Empirical model testing	Online store beliefs, impulse buying behavior	Internal evaluations of online store environments significantly influence impulse buying behavior	Focuses on online store beliefs as predictors of impulse buying but does not examine short-video content, influencer-driven persuasion, or the sequential mechanism linking perceived cultural relevance and perceived content authenticity

Table 1 (cont.). Summary of prior research and identified gaps

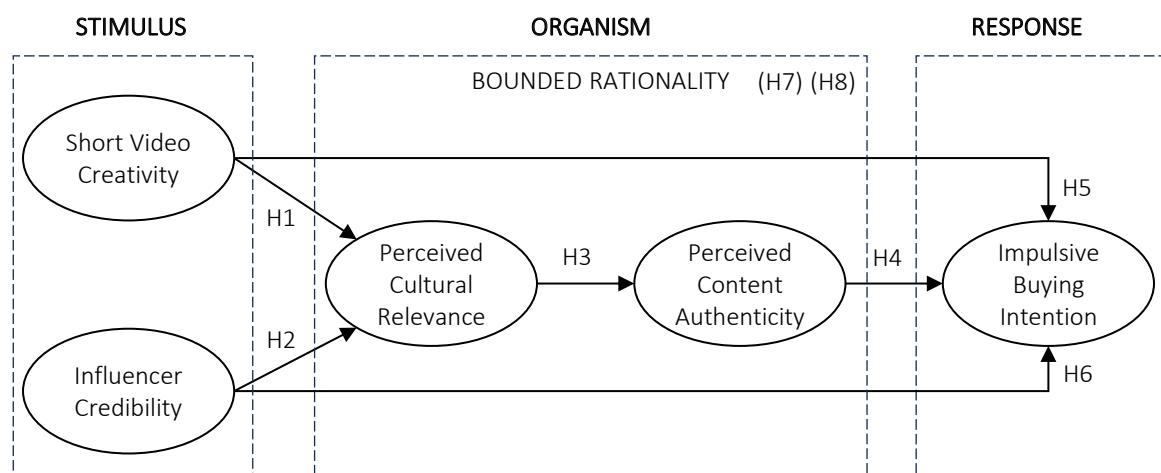
Study	Context and sample	Lens/ method	Constructs examined	Key findings	Gap identified
Belanche et al. (2021)	Instagram users interacting with influencers	Survey; structural model	Influencer credibility, trust, authenticity, purchase intention	Congruence between influencers, products, and consumers strengthens credibility perception, trust, and purchase intention	Explains how influencer–product–consumer congruence strengthens credibility and purchase responses but does not examine perceived cultural relevance or sequential mediation toward impulsive buying intention
Napoli et al. (2014)	Consumers evaluating brand authenticity	Empirical study	Authenticity, trust, behavioral response	Authenticity strengthens trust and positively influences consumers' purchase-related responses	Explains authenticity outcomes and their effects on consumer responses but does not examine how perceived content authenticity emerges from perceived cultural relevance in short-video commerce
Morhart et al. (2015)	Consumers evaluating brand authenticity	Framework development and scale validation	Authenticity, credibility, integrity, symbolism, continuity	Authenticity is formed through perceptions of credibility, integrity, symbolism, and continuity, influencing consumer trust and response	Provides authenticity theory but does not position perceived content authenticity within short-video stimulus processing or impulsive buying intention
Elfi et al. (2025)	Local skincare consumers exposed to social media marketing stimuli	S–O–R; Two Systems Thinking	Nano influencer marketing, short video content marketing, perceived source homophily, perceived content authenticity, product effectiveness, brand choice	Nano influencer marketing and short video content marketing influence brand choice through source-related, content-related, and product-related evaluations	Focuses on brand choice in local skincare consumption rather than impulsive buying intention in short-video commerce and does not examine perceived cultural relevance or the sequential pathway from perceived cultural relevance to perceived content authenticity

H3: Perceived cultural relevance has a positive effect on perceived content authenticity.

H5: Short-video creativity has a positive direct effect on impulsive buying intention.

H4: Perceived content authenticity has a positive effect on impulsive buying intention.

H6: Influencer credibility has a positive direct effect on impulsive buying intention.



Notes: Mediation hypotheses are in brackets.

Figure 1. Research framework

H7: Perceived cultural relevance and perceived content authenticity sequentially mediate the relationship between short-video creativity and impulsive buying intention.

H8: Perceived cultural relevance and perceived content authenticity sequentially mediate the relationship between influencer credibility and impulsive buying intention.

Figure 1 presents the proposed research framework and structural model.

2. METHODOLOGY

This study employed a quantitative cross-sectional design to examine how short-video creativity and influencer credibility influence impulsive buying intention through the sequential mediating roles of perceived cultural relevance and perceived content authenticity. A survey method was used because the proposed model focuses on consumers' perceptions, evaluations, and behavioral intentions, which are most appropriately measured through self-reported responses. The study specifically targeted users of short-video platforms who had recent exposure to fashion-related promotional content and had considered making a purchase after viewing such content.

The research was conducted in Indonesia between September and October 2025 using an online questionnaire distributed through purposive sampling. Indonesia was selected because short-video platforms such as TikTok, Instagram Reels, and YouTube Shorts have become dominant channels for fashion discovery and purchase consideration among young consumers, particularly in fast-fashion consumption contexts. The country's high social media penetration and strong engagement with influencer-driven commerce make it an appropriate setting for examining impulsive buying behavior in short-video environments. The data collection period was chosen because it captured active consumer exposure to routine promotional campaigns and short-video marketing activities without major seasonal disruptions such as national holidays or extraordinary shopping events that could create temporary bias in purchase intention.

The inclusion criteria required respondents to be active users of TikTok, Instagram Reels, or YouTube Shorts, to have watched fashion-related short-video promotional content within the previous three months, and to have considered purchasing fashion products after such exposure. This criterion was intended to ensure respondent familiarity with short-video commerce; however, it may have increased the representation of consumers who were already receptive to fashion-related promotional content. This sampling approach was selected because the study aims to capture consumers who have direct experience with short-video commerce and are therefore capable of evaluating the proposed constructs meaningfully.

A total of 155 valid responses were obtained and used for analysis. This sample size exceeded the minimum requirement calculated using G*Power. Following Hair et al. (2024), the minimum sample size was estimated by setting statistical power at 0.80, effect size at 0.15, significance level at 0.05, and three predictors for the most complex endogenous construct in the structural model, namely impulsive buying intention. The calculation indicated a minimum requirement of 77 respondents, confirming that the final sample was adequate for model estimation, hypothesis testing, and predictive assessment using Partial Least Squares Structural Equation Modeling (PLS-SEM). Because the study employed purposive sampling targeting users with direct experience of short-video commerce, sample adequacy was evaluated based on statistical power and model complexity rather than national population size. Consistent with PLS-SEM guidelines, the final sample exceeded the minimum requirement and was considered sufficient for testing the proposed model. Nevertheless, because purposive sampling was employed, the findings should be interpreted as applicable to consumers meeting the study criteria rather than as nationally representative of all Indonesian consumers.

The questionnaire was prepared in Indonesian, administered online through Google Forms, and distributed through social-media networks. Screening questions were used to verify platform usage and exposure to fashion-related short-video content before respondents could proceed to the main questionnaire. Responses were reviewed for completeness before analysis.

Participation in the survey was voluntary, and respondents were informed about the academic purpose of the study before completing the questionnaire. They were also informed that their responses would remain anonymous, would be used exclusively for research purposes, and that they could withdraw from participation at any time without consequence. No personally identifiable information was collected, ensuring respondent anonymity and confidentiality throughout the data collection process. The study was conducted in accordance with institutional ethical principles for research involving human participants.

The respondent profile is presented in Table 2. Female respondents dominated the sample, accounting for 82% (127 respondents), while male respondents represented 18% (28 respondents). Most respondents were educated at the bachelor level (59%), followed by diploma holders (25%), high school graduates or equivalent (13%), and postgraduates (3%). In terms of occupation, students formed the largest group at 52%, followed by employees at 35%, while part-timers and job seekers each accounted for 5%, and others represented 3%. Geographically, the majority of respondents were domiciled on Java Island (91%), reflecting the concentration of digital commerce activity and short-video platform usage in Indonesia's main urban regions. Regarding digital engagement, 63% of respondents reported spending more than four hours per day on social media, while 37% spent between two and four hours daily. This profile indicates that the sample is highly relevant to the

study context, as the respondents are active digital users with substantial exposure to short-video content and strong potential involvement in fast-fashion consumption decisions.

The present study represents the primary publication developed from this dataset. A related manuscript based on the same survey project was previously prepared for a different publication pathway and has been withdrawn. The current manuscript differs in analytical focus and constitutes the main academic contribution from the dataset.

The questionnaire was developed using measurement items adapted from previously validated studies to ensure construct reliability and content validity. All constructs were measured using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. This scale was selected because it allows respondents to express evaluative judgments clearly while maintaining response consistency in behavioral research.

The constructs were adapted from established scales and tailored to the short-video commerce context: short-video creativity (Redi et al., 2014), influencer credibility (Lou & Yuan, 2019; Ohanian, 1990), perceived cultural relevance (Escalas & Bettman, 2005), perceived content authenticity (Elfi et al., 2025), and impulsive buying intention (Rook & Fisher, 1995). The use of previously validated scales improves measurement accuracy and enables comparability with prior studies.

Table 2. Respondent profile

Description	Category	Number (n)	Percentage (%)
Gender	Male	28	18
	Female	127	82
Current education	Postgraduate	5	3
	Bachelor	91	59
	Diploma	39	25
	High school and equivalent	22	13
Occupation	Students	81	52
	Employees	54	35
	Part-timer	8	5
	Job seeker	8	5
	Others	4	3
Domicile	Java Island	141	91
	Outside Java Island	14	9
Daily social media time	2-4 hours	57	37
	More than 4 hours	98	63

Minor wording adjustments were made to ensure contextual suitability for fast-fashion consumption and short-video promotional content without altering the original conceptual meaning of the constructs. The questionnaire was carefully checked for clarity, relevance, and consistency of wording to ensure that respondents familiar with TikTok, Instagram Reels, and YouTube Shorts could understand the items appropriately.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 following a two-stage approach. PLS-SEM was selected because the study aims to examine predictive structural relationships among multiple latent variables and explain variance within a complex model involving multiple endogenous constructs. This approach is appropriate for prediction-oriented research and variance explanation in consumer behavior studies (Hair et al., 2024).

In the first stage, the measurement model was evaluated by examining indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Indicator loadings, Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE) were used to assess reliability and convergent validity, while the Heterotrait–Monotrait ratio (HTMT) was used to assess discriminant validity. Because this study used cross-sectional self-reported survey data collected from a single source, Common Method Bias (CMB) was addressed through both procedural and statistical approaches. Procedurally, respondent anonymity was ensured, participation was voluntary, and questionnaire items were adapted from previously validated scales with minor contextual adjustments to reduce ambiguity and evaluation apprehension. Statistically, inner variance inflation factors (VIFs) were examined to assess potential collinearity issues. VIF values below the

recommended threshold indicate that severe common method bias is unlikely to threaten model validity (Hair et al., 2024).

In the second stage, the structural model was assessed by examining path coefficients, coefficient of determination (R^2), effect sizes (f^2), and hypothesis testing through bootstrapping with 10,000 resamples. One-tailed significance testing was applied because all hypotheses were directional. Model performance and predictive relevance were further evaluated using PLSpredict and CVPAT.

Sequential mediation analyses were conducted to test whether perceived cultural relevance and perceived content authenticity jointly transmitted the effects of short-video creativity and influencer credibility on impulsive buying intention. In addition, Importance–Performance Map Analysis (IPMA) was performed to generate managerial implications by identifying constructs with high importance but relatively lower performance.

3. RESULTS

Since this study used cross-sectional self-reported data collected from a single source, Common Method Bias (CMB) was assessed before evaluating the measurement and structural models. Procedural remedies included ensuring respondent anonymity, voluntary participation, and the use of previously validated measurement items to minimize response bias. Besides, inner VIF values were examined as a statistical check. As shown in Table 3, all VIF values were below the recommended threshold of 5.0, with the highest value at 3.377, indicating that multicollinearity was not a significant concern and suggesting that common method bias was unlikely to substantially affect the results.

Table 3. Inner Variance Inflation Factor (VIF)

Constructs	VIF
Influencer Credibility → Impulsive Buying Intention	3.377
Influencer Credibility → Perceived Cultural Relevance	2.250
Perceived Content Authenticity → Impulsive Buying Intention	2.530
Perceived Cultural Relevance → Perceived Content Authenticity	1.000
Short Video Creativity → Impulsive Buying Intention	2.300
Short Video Creativity → Perceived Cultural Relevance	2.250

Table 4. Construct reliability and validity

Construct	Indicator	Outer loading	Cronbach's Alpha	rho_a	Composite Reliability	AVE
Short Video Creativity (SVC)	SVC1	0.902	0.915	0.917	0.940	0.797
	SVC2	0.910				
	SVC3	0.922				
	SVC4	0.836				
Influencer Credibility (IC)	IC1	0.914	0.914	0.920	0.940	0.796
	IC2	0.919				
	IC3	0.824				
	IC4	0.907				
Perceived Cultural Relevance (PCR)	PCR1	0.758	0.868	0.976	0.910	0.718
	PCR2	0.870				
	PCR3	0.876				
	PCR4	0.880				
Perceived Content Authenticity (PCA)	PCA1	0.895	0.906	0.911	0.934	0.779
	PCA2	0.876				
	PCA3	0.869				
	PCA4	0.890				
Impulsive Buying Intention (IBI)	IBI1	0.786	0.908	0.907	0.936	0.786
	IBI2	0.915				
	IBI3	0.918				
	IBI4	0.920				

Note: Measurement items were adapted from established scales (Redi et al., 2014; Lou & Yuan, 2019; Ohanian, 1990; Escalas & Bettman, 2005; Rook & Fisher, 1995). For brevity, only indicator codes are reported. Full item wording is available in Appendix A.

The measurement model was first assessed to establish reliability and convergent validity. As reported in Table 4, all indicators exhibited strong outer loadings (> 0.70). Cronbach's Alpha and Composite Reliability values exceeded recommended thresholds, and all Average Variance Extracted (AVE) values were above 0.50, confirming adequate internal consistency and convergent validity.

Discriminant validity was assessed using the HTMT criterion. Table 5 shows that all HTMT values are below the commonly used threshold of 0.90, and none of the confidence intervals includes 1.0, supporting discriminant validity among the constructs. However, the HTMT values for influ-

encer credibility–perceived cultural relevance and perceived content authenticity–perceived cultural relevance approach or slightly exceed the conservative threshold of 0.85, indicating conceptual proximity among these constructs.

The estimated structural model is presented in Figure 2.

The explanatory power of the model was assessed using R^2 values. As reported in Table 6, the model explains 74% of the variance in perceived cultural relevance, 58% in perceived content authenticity, and 49% in impulsive buying intention, indicating moderate to substantial explanatory power for behavioral research.

Table 5. Discriminant validity (HTMT confidence interval)

Constructs	IBI	IC	PCA	PCR
IC	0.624 CI (0.452; 0.764)			
PCA	0.745 CI (0.611; 0.857)	0.842 CI (0.753; 0.915)		
PCR	0.700 CI (0.531; 0.841)	0.898 CI (0.857; 0.991)	0.851 CI (0.744; 0.936)	
SVC	0.602 CI (0.449; 0.736)	0.810 CI (0.697; 0.893)	0.695 CI (0.544; 0.813)	0.846 CI (0.719; 0.943)

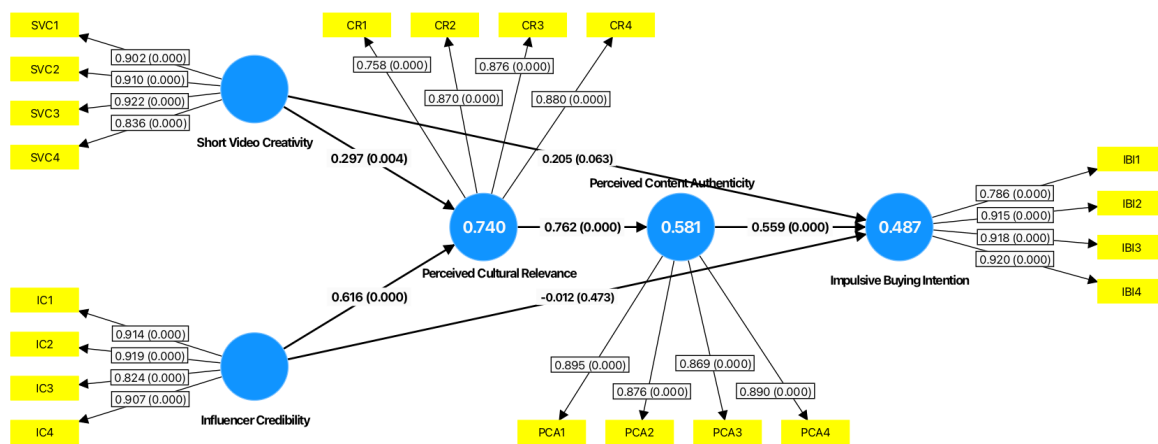


Figure 2. Inner model

Table 6. Coefficient of determination (R^2)

Constructs	R^2
Impulsive Buying Intention	0.487
Perceived Content Authenticity	0.581
Perceived Cultural Relevance	0.740

Predictive relevance was assessed using PLSpredict. Table 7 reports all Q^2 predict values are greater than zero. Besides, PLS-SEM produced lower prediction errors than the linear model (LM) for 10 out of 12 indicators, indicating medium predictive power (Liengaard et al., 2021; Shmueli et al., 2019).

Table 7. PLSpredict

Item	Q^2 predict	PLS-SEM_RMSE	LM_RMSE	PLS-SEM_RMSE - LM_RMSE
IBI1	0.282	0.908	0.903	0.005
IBI2	0.226	1.161	1.252	-0.091
IBI3	0.177	1.165	1.321	-0.156
IBI4	0.253	1.118	1.207	-0.089
PCA1	0.487	0.755	0.763	-0.008
PCA2	0.491	0.656	0.728	-0.072
PCA3	0.291	0.889	0.923	-0.034
PCA4	0.471	0.661	0.688	-0.027
CR1	0.384	0.761	0.815	-0.054
CR2	0.669	0.517	0.537	-0.020
CR3	0.444	0.755	0.721	0.034
CR4	0.535	0.668	0.700	-0.032

To complement PLSpredict, cross-validated predictive ability was examined using CVPAT. As shown in Table 8, the model significantly outperformed the indicator-average benchmark (overall loss difference = -0.414, $p < 0.001$) and also outperformed the linear model (overall loss difference

= -0.093, $p = 0.007$), confirming strong predictive validity (Liengaard et al., 2021; Ringle et al., 2024).

The results of hypothesis testing are reported in Table 9. Short-video creativity significantly increased perceived cultural relevance (H1 supported), as did influencer credibility (H2 supported). Perceived cultural relevance significantly increased perceived content authenticity (H3 supported), and perceived content authenticity significantly increased impulsive buying intention (H4 supported).

The direct effects of short-video creativity and influencer credibility on impulsive buying intention were not significant (H5 and H6 not supported). In contrast, both sequential mediation hypotheses were supported: perceived cultural relevance and perceived content authenticity sequentially mediated the effects of short-video creativity (H7) and influencer credibility (H8) on impulsive buying intention.

Effect size analysis indicated that the strongest effect occurred for perceived cultural relevance → perceived content authenticity, followed by influencer credibility → perceived cultural relevance and perceived content authenticity → impulsive buying intention. The remaining significant paths showed small-to-moderate effects, while the non-significant direct paths showed negligible effects.

The sequential indirect effects are reported in Table 10. Short-video creativity exhibited a significant indirect effect on impulsive buying intention

Table 8. Cross-Validated Predictive Ability Test (CVPAT)

Constructs	PLS-SEM vs. Indicator Average (IA)				PLS-SEM vs. Linear Model (LM)			
	PLS loss	IA loss	Average loss difference	p-value	PLS loss	LM loss	Average loss difference	p-value
Perceived Cultural Relevance	0.465	0.933	−0.468	0.021	1.195	1.397	−0.202	0.002
Impulsive Buying Intention	1.176	1.553	−0.377	<0.001	0.557	0.610	−0.053	0.274
Perceived Content Authenticity	0.556	0.974	−0.418	<0.001	0.466	0.491	−0.025	0.435
Overall	0.739	1.153	−0.414	<0.001	0.739	0.833	−0.093	0.007

Table 9. Hypotheses testing results

Hypotheses	Std. path coefficient	p-values	CI 5.0%	CI 95%	Result	f ²
H1: Short-video creativity has a positive effect on perceived cultural relevance	0.297	0.004	0.117	0.487	Supported	0.151
H2: Influencer credibility has a positive effect on perceived cultural relevance	0.616	<0.001	0.436	0.779	Supported	0.649
H3: Perceived cultural relevance has a positive effect on perceived content authenticity	0.762	<0.001	0.662	0.849	Supported	1.386
H4: Perceived content authenticity has a positive effect on impulsive buying intention	0.559	<0.001	0.279	0.787	Supported	0.241
H5 : Short-video creativity has a positive direct effect on impulsive buying intention	0.205	0.063	−0.009	0.429	Not supported	0.036
H6 : Influencer credibility has a positive direct effect on impulsive buying intention	−0.012	0.473	−0.279	0.283	Not supported	0.000
H7: Perceived cultural relevance and perceived content authenticity sequentially mediate the relationship between short-video creativity and impulsive buying intention	0.127	0.011	0.040	0.222	Supported	–
H8: Perceived cultural relevance and perceived content authenticity sequentially mediate the relationship between influencer credibility and impulsive buying intention	0.262	0.003	0.111	0.427	Supported	–

($\beta = 0.127$, $p = 0.011$), while its direct effect was not significant, indicating indirect-only mediation. Influencer credibility showed a stronger indirect effect ($\beta = 0.262$, $p = 0.003$), also with a non-significant direct effect, confirming indirect-only mediation.

Figure 3 presents the importance–performance map for impulsive buying intention. Perceived content authenticity exhibited the highest importance, followed by perceived cultural relevance and short-video creativity, while influencer credibility showed the lowest importance. In terms of performance, short-video creativity scored highest, followed by perceived content authenticity and perceived cultural relevance, with influencer credibility showing the lowest performance.

4. DISCUSSION

The findings support a bounded-rational S-O-R explanation of short-video commerce. *H1* and *H2* were supported, indicating that short-video creativity and influencer credibility both increased perceived cultural relevance. This suggests that consumers do not respond to creative content or credible influencers simply because they are visually appealing or persuasive, but because these cues help them interpret whether the message fits their values, lifestyle, and social context. In fast-moving short-video environments, such heuristic evaluation becomes especially important because consumers often make rapid judgments under limited time and attention. This finding is consistent with bounded rationality, which suggests that consumers rely on simplified evalua-

Table 10. Sequential mediation analysis

Path (sequential indirect effect)	Indirect β	p-value	Direct effect β	p-value	Mediation type
SVC → PCR → PCA → IBI	0.127	0.011	0.205	0.063	Indirect-only mediation
IC → PCR → PCA → IBI	0.262	0.003	−0.012	0.473	Indirect-only mediation

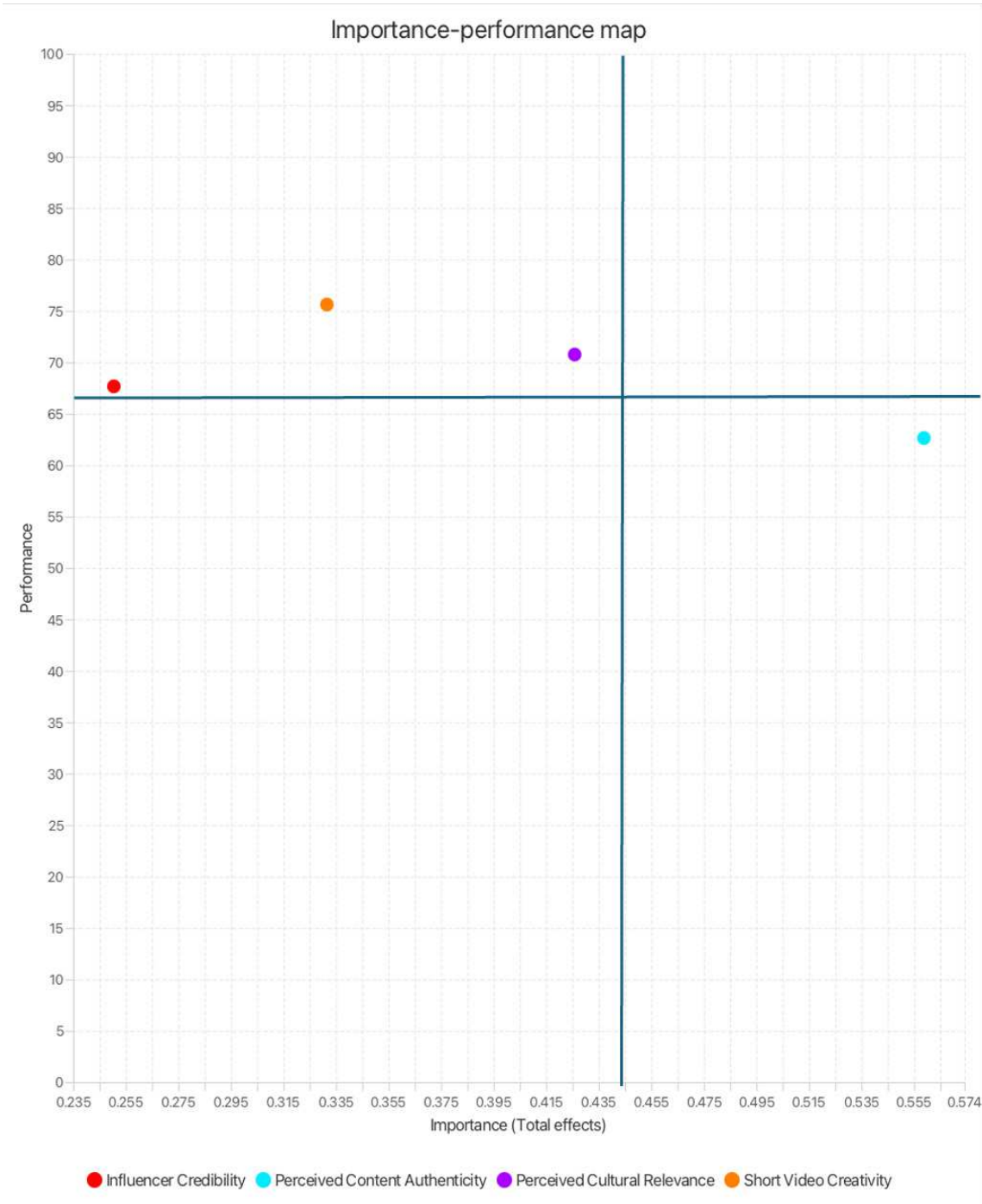


Figure 3. Importance performance map analysis

tive cues rather than extensive information processing (Simon, 1955, 1957). It also extends prior studies showing that creative executions and credible influencers improve purchase responses (Raza & Zaman, 2021; Bartikowski et al., 2023) by suggesting that perceived cultural relevance may function as an important interpretive mechanism linking external stimuli with subsequent evaluations.

H3 and *H4* were also supported. Perceived cultural relevance significantly enhanced perceived content authenticity, and perceived content authenticity subsequently increased impulsive buying intention. These findings are consistent with a model in which perceived cultural relevance is positively associated with perceived content authenticity. Perceived cultural relevance and perceived content authenticity therefore represent

two distinct but connected organism states rather than interchangeable perceptions. When short-video content reflects familiar lifestyles, language, and symbolic meanings, consumers are more likely to interpret it as natural rather than strategically manipulative. This strengthens authenticity judgments and increases the likelihood of spontaneous purchase intention. The finding extends prior research on authenticity in influencer marketing (Shoenberger & Kim, 2022) by showing that authenticity judgments appear closely associated with prior evaluations of cultural relevance within the proposed model.

By contrast, *H5* and *H6* were not supported, indicating that neither short-video creativity nor influencer credibility directly influenced impulsive buying intention. This suggests that persuasive surface cues alone are insufficient to trigger impulse formation unless they are first processed through internal evaluations. The nonsignificant direct effect of short-video creativity indicates that visually engaging or entertaining content may attract attention but does not automatically generate purchase intention without deeper relevance and authenticity judgments. Similarly, the nonsignificant negative coefficient for influencer credibility suggests that credibility alone may not stimulate immediate impulse in short-video settings. One plausible explanation is that highly credible influencers are often perceived as commercially affiliated with brands; while this may strengthen trust, it may also activate persuasion knowledge and increase awareness of persuasive intent, reducing spontaneous buying responses unless the content also feels culturally resonant and authentic (Friestad & Wright, 1994; Boerman et al., 2017;

Evans et al., 2017). This finding differs from prior studies that report direct credibility effects on impulsive buying (Shamim & Islam, 2022), suggesting that fast-fashion short-video commerce requires stronger internal validation before impulse-related behavior emerges.

H7 and *H8* support the proposed sequential mediation model linking perceived cultural relevance, perceived content authenticity, and impulsive buying intention. These findings suggest that impulsive buying intention is associated with intermediate evaluations of cultural relevance and authenticity rather than direct stimulus effects alone. When this initial evaluation is positive, the content is more likely to be perceived as genuine and trustworthy, which then increases the likelihood of impulsive buying intention. This finding extends prior S–O–R studies that often position organism variables as parallel mediators by showing that the proposed model is consistent with an ordered evaluative sequence. It also supports bounded rationality, suggesting that what appears to be impulsive behavior is not purely spontaneous, but reflects simplified yet meaningful cognitive judgment under conditions of limited attention and rapid exposure. Prior studies similarly suggest that cultural congruence functions as an early interpretive filter, while authenticity serves as a stronger predictor of trust formation and purchase response (Escalas & Bettman, 2003; Torelli et al., 2012; Napoli et al., 2014; Morhart et al., 2015). For practitioners, this implies that marketing effectiveness depends less on persuasive intensity alone and more on whether content first feels culturally relevant and then authentic to the target audience.

CONCLUSION

This study investigated the mechanism through which short-video creativity and influencer credibility shape impulsive buying intention in short-video commerce. The focus was to explain how external marketing stimuli are associated with impulse-related responses through perceived cultural relevance and perceived content authenticity.

The findings suggest that short-video creativity and influencer credibility are positively associated with perceived cultural relevance, which subsequently strengthens perceived content authenticity. Perceived content authenticity then increases impulsive buying intention. In contrast, the direct effects of short-video creativity and influencer credibility on impulsive buying intention were not significant, indicating that the findings support a sequential mediation model linking internal evaluations with impulsive buying intention.

These results extend the S–O–R framework by suggesting that organism states may operate as connected evaluative mechanisms within the proposed framework. By integrating bounded rationality, the findings suggest that consumers in short-video environments rely on simplified but meaningful judgments of cultural fit and authenticity before developing spontaneous purchase intentions. Impulsive buying in this context may therefore reflect a structured bounded-rational evaluation rather than purely automatic behavior.

From a managerial perspective, the findings suggest that marketers should prioritize cultural relevance and authentic presentation over persuasive intensity alone. IPMA results identify perceived content authenticity as the most influential driver of impulsive buying intention, supported by perceived cultural relevance. Short-video strategies should therefore emphasize familiar cultural cues, credible storytelling, and natural content presentation rather than relying solely on creative execution or influencer visibility.

Future research may extend this mechanism across different product categories, cultural settings, and platform types to examine whether the same sequential process remains stable across broader digital commerce environments.

AUTHOR CONTRIBUTIONS

Conceptualization: Elfi Elfi.
 Data curation: Elfi Elfi.
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 Project administration: Elfi Elfi.
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 Validation: Elfi Elfi.
 Visualization: Elfi Elfi.
 Writing – original draft: Elfi Elfi.
 Writing – review & editing: Elfi Elfi.

AUTHOR CONTRIBUTIONS

The author was responsible for study conception and design, data collection, data analysis, interpretation of results, and manuscript preparation.

DECLARATIONS ETHICS APPROVAL AND CONSENT TO PARTICIPATE

This study involved anonymous adult participants and was conducted in accordance with institutional ethical guidelines. Participation was voluntary and informed consent was obtained from all respondents. No personally identifiable or sensitive data were collected. In accordance with institutional policy for minimal-risk anonymous survey research, formal ethics committee approval was not required.

CONFLICT OF INTEREST

The author declares no competing financial interests or personal relationships that could have influenced the research.

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DECLARATION OF GENERATIVE AI AND AI-ASSISTED TECHNOLOGIES IN THE MANUSCRIPT PREPARATION PROCESS

During manuscript preparation, the author used ChatGPT (OpenAI) to support language refinement and clarity. The author reviewed and edited all content and takes full responsibility for the final manuscript.

DATA AVAILABILITY

The dataset is not publicly available due to confidentiality and participant privacy considerations. Access is restricted in accordance with the research ethics process.

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APPENDIX A

Measurement items

Short Video Creativity (SVC – adapted from Redi et al., 2014)

1. I think short videos on fashion items are unique.
2. The story line of short videos on fashion items is interesting.
3. The visuals in short videos on fashion items are appealing.
4. I think the editing of short videos on fashion items is well done.

Influencer Credibility (IC – adapted from Lou & Yuan, 2019; Ohanian, 1990)

1. I can rely on the influencer's recommendation on fashion trends.
2. The influencer I follow has good knowledge of fashion.
3. I think the influencer is up to date about fashion trends.
4. I think the influencer shares reliable information on fashion trends.

Cultural Relevance (CR – adapted from Escalas & Bettman, 2005)

1. Short videos on fashion items reflect the culture I know.
2. The language used in short videos on fashion items is easy to understand.
3. The lifestyle in short videos on fashion items is familiar to me.
4. Short videos on fashion items are up to date with the recent trends.

Perceived Content Authenticity (PCA – adapted from Elfi et al., 2025)

1. To me, contents about fashion items are genuine.
2. Content about fashion items are real to me.
3. To me, contents about fashion items are authentic.
4. Contents about fashion items do not feel overly commercial.

Impulsive Buying Intention (IBI – adapted from Rook & Fisher, 1995)

1. After watching short videos about fashion items, I often want to buy the products in the videos.
2. After watching short videos about fashion items, I often buy the products without being planned.
3. After watching short videos about fashion items, I often can't hold my desire to buy the products.
4. After watching short videos about fashion items, I often feel a strong urge to buy the products.