



## A Study on the Impact of Skit Advertisements on Consumers' Impulse Buying-Using Perceived Value as a Medium

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### Abstract

With the rapid proliferation of skit advertisements on digital media platforms, they have emerged as a prominent external stimulus for consumer impulse buying, yet the underlying mechanism of their impact remains underexplored. This study aims to investigate the effects of three core dimensions of skit advertisements (relevance, entertainment, creativity) on consumers' impulse buying, and examine the mediating role of perceived value based on the Stimulus-Organism-Response (S-O-R) framework. A questionnaire survey with validated scales was conducted, and 360 valid responses were collected for empirical analysis using reliability and validity tests, regression analysis, and mediation effect tests. The results show that relevance and creativity of skit advertisements have significant positive direct effects on impulse buying, while entertainment has no significant direct effect; all three dimensions significantly enhance emotional and functional perceived value, which in turn positively predict impulse buying and play a significant mediating role. The findings indicate that skit advertisements drive impulse buying mainly by enhancing consumers' perceived value, providing empirical insights for brands to optimize skit advertising strategies.

**Keywords:** *Skit Advertisements, Perceived Value, Impulse Buying, S-O-R Framework*

### 1. Introduction

#### 1.1 Research Background

The global short-video industry has witnessed explosive growth in the digital media era, with the widespread popularization of mobile internet and fragmented viewing habits reshaping the brand marketing landscape, and narrative-driven skit advertisements rapidly emerging as a core marketing format for brands across various consumer sectors. In China, the network micro-skit industry has achieved leapfrog development in the past five years, with its market size and user scale both maintaining a rapid upward trend (Securities Times, 2024). According to the *2024 China Micro-Skit Industry Research Report* from Securities Times, the market size of China's online skit industry was about 4 billion RMB in 2020, and it further grew to 50.5 billion RMB in 2024, surpassing the total annual box office of China's film industry for the first time; it is projected that the market size will exceed 100 billion RMB by 2027. In terms of user scale, the number of micro-skit users in China reached 576 million in 2024, accounting for 52.4% of the country's total internet users, reflecting the extensive coverage and high user stickiness of this content format (Securities Times, 2024). Alongside the expansion of market scale, the creation volume of skit content has also maintained a blowout growth momentum: the number of planned registrations of micro-skit works reached 3,574 in 2022, a year-on-year increase of approximately 382.2%, which has laid a solid content foundation for the prosperity and diversified development of skit advertisements.

Unlike traditional hard-sell advertisements that directly convey product selling points to audiences in a one-way manner, skit advertisements integrate brand and product information into complete narrative plots, character actions and emotional expression, enabling audiences to receive brand information in the process of continuous viewing and narrative immersion (Meng et al., 2024). This form of plot-driven advertising has long been a benchmark in the Thai market, which is renowned worldwide for its creative micro-skit advertising, while its large-scale application and in-depth practice in the Chinese market are still in the initial stage of development, and the internal mechanism of its impact on consumer behavior has not been fully explored in academic circles. The core competitive advantage of skit advertisements lies in their non-intrusive communication mode: on the one hand, brand information is reasonably integrated into the narrative structure as plot clues or character props, which greatly reduces consumers' defensive processing of advertising content; on the other hand, the plot-character-emotion chain built by the skit creates a memorable context for the brand, blurring the boundary between "watching the plot" and "receiving advertising" at the experience level, thus shaping consumers' brand cognition and emotional attitude more effectively than traditional advertising forms (Meng et al., 2024).

Against the backdrop of the booming development of skit advertising, impulse buying, defined as unplanned, emotion-driven purchase behavior that consumers make without sufficient rational consideration (Kollat & Willett, 1967), has gradually become a dominant consumption pattern in the digital commerce era. A prominent feature of impulse buying is that consumers often ignore rational thinking and long-term planning in the purchase decision-making process, and are more driven by immediate emotions and external environmental stimuli, especially among young consumer groups who are the core audience of micro-skit content. Skit advertisements, with their emotional presentation and plot-driven design, can directly affect consumers' emotional state, trigger emotional resonance and narrative transportation, and then break the original rational decision-making mechanism and induce immediate purchase decisions. While existing studies have confirmed the correlation between short-form video advertising and consumers' purchase intention, few have systematically explored the internal influence mechanism of skit advertisements on consumers' impulse buying behavior, especially the mediating role of consumers' perceived value in the process from advertising stimulus to purchase response. This research gap not only limits the in-depth theoretical understanding of narrative digital advertising in the new media environment, but also restricts brands from optimizing skit advertising strategies to achieve effective marketing conversion in practice.

### 1.2 Research Objectives

Grounded in the S-O-R framework, this study has three core objectives:

- 1) To examine the direct impact of skit advertisement dimensions (relevance, entertainment, creativity) on impulse buying.
- 2) To verify the effect of skit advertisement features on consumers' emotional and functional perceived value.
- 3) To test the mediating role of perceived value between skit advertisements and impulse buying.

### 1.3 Research Significance

Theoretically, this study extends the S-O-R framework to digital narrative advertising, revealing the internal mechanism of skit advertisements driving impulse buying. Practically, it provides data-driven strategies for brands to design high-conversion skit advertisements and optimize value delivery.

## 2. Theoretical Framework and Hypotheses Development

### 2.1 Core Concepts and S-O-R Foundation

Based on the Stimulus-Organism-Response (S-O-R) framework, external environmental stimuli affect individuals' internal psychological states, which further lead to behavioral responses (Eroglu et al., 2001). In this study, skit advertisement characteristics serve as external Stimulus (S), perceived value functions as the internal Organism (O), and impulse buying represents the final behavioral Response (R). This framework indicates that the impacts of skit advertisement features on impulse buying rely on the mediating process of perceived value.

First, the three dimensions of skit advertisements—relevance, entertainment, and creativity—are closely related to perceived value. Perceived value represents consumers' subjective evaluation of benefits versus costs, including emotional value and functional value (Zeithaml, 1988; Luo et al., 2025). According to Tian and Yao (2024), relevance reflects fit with consumer needs, entertainment brings pleasure, and creativity indicates narrative novelty. Together, these three features enhance emotional satisfaction and practical utility perceived by consumers, thereby improving both emotional value and functional value.

Second, perceived value is directly associated with impulse buying. Impulse buying refers to sudden, unplanned purchase behavior driven by immediate emotions without sufficient rational consideration (Stern, 1962). When consumers experience strong emotional value and functional value, they tend to make quicker decisions with reduced rational hesitation. High emotional value triggers affective arousal, while strong functional value lowers perceived risk, both of which promote impulse buying. Therefore, perceived value acts as a direct predictor of impulse buying.

Third, the relationships among skit advertisements, perceived value, and impulse buying form a complete chain based on the S-O-R model. As the organism factor, perceived value transmits the effects of skit advertisement stimuli to impulse buying responses (Eroglu et al., 2001). That is, relevance, entertainment, and creativity first enhance emotional and functional value, and these value perceptions further stimulate impulse buying. Without the mediating role of perceived value, the influence mechanism of skit advertisements on impulse buying cannot be fully explained.

In summary, the theoretical relationships are clear: skit advertisement characteristics positively influence perceived value; perceived value positively influences impulse buying; and perceived value mediates the relationship between skit advertisement features and impulse buying. These relationships provide the theoretical foundation for developing hypotheses in Section 2.2.

## 2.2 Research Hypotheses

### 2.2.1 Direct Effects of Skit Advertisements on Impulse Buying

Relevant ads match consumer needs and reduce psychological resistance; creative content attracts attention and enhances emotional immersion; entertainment brings positive emotions that weaken rational judgment (Feng et al., 2023; Lou & Xie, 2021). Thus:

H1: Relevance of skit advertisements has a significant positive impact on impulse buying.

H2: Entertainment of skit advertisements has a significant positive impact on impulse buying.

H3: Creativity of skit advertisements has a significant positive impact on impulse buying.

### 2.2.2 Effects of Skit Advertisements on Perceived Value

All three dimensions of skit advertisements can enhance emotional pleasure (emotional value) and improve information acquisition efficiency (functional value) (Hanaysha & Alhyasat, 2025; Ducoffe, 1996). Thus:

H4-H6: Relevance, entertainment, and creativity positively impact emotional value, respectively.

H7-H9: Relevance, entertainment, and creativity positively impact functional value, respectively.

### 2.2.3 Effects of Perceived Value on Impulse Buying

Emotional value triggers positive arousal and weakens rational trade-offs; functional value reduces perceived risk and information search costs, both driving impulse buying (Ching & Wu, 2022). Thus:

H10: Emotional value has a significant positive impact on impulse buying.

H11: Functional value has a significant positive impact on impulse buying.

### 2.2.4 Mediating Role of Perceived Value

Perceived value acts as the internal organism in the S-O-R framework, transmitting the impact of skit advertisement stimuli to impulse buying responses (Luo et al., 2025). Thus:

H12-H14: Emotional value mediates the relationship between each skit ad dimension and impulse buying, respectively.

H15-H17: Functional value mediates the relationship between each skit ad dimension and impulse buying, respectively.

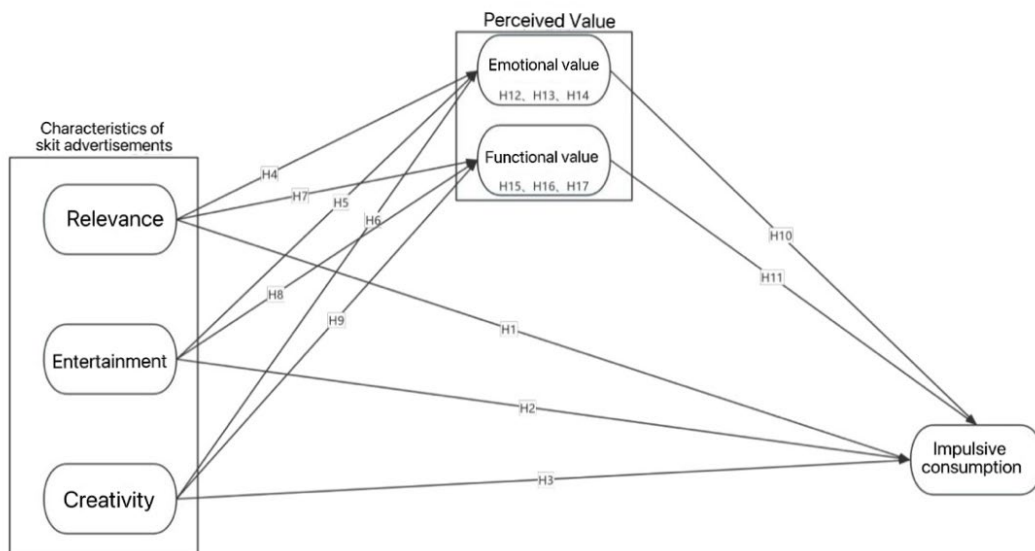


Figure 1 Theoretical Research Model

### 3. Methodology

#### 3.1 Measurement Scales

All items were adapted from validated academic scales, using a 5-point Likert scale (1=strongly disagree, 5=strongly agree). The scale structure is shown in Table 1.

**Table 1** Measurement Scales

Construct	Dimensions	Number of Items	Adapted Source
Skit Advertisement Features	Relevance, Entertainment, Creativity	9	Tian & Yao (2024); Shao et al. (2024)
Perceived Value	Emotional Value, Functional Value	6	Li (2024)
Impulse Buying	Single dimension	3	Li (2021)

#### 3.2 Data Collection

The online questionnaire was distributed via Chinese social platforms (WeChat, RedNote) from September to October 2025. A total of 410 questionnaires were distributed, and 360 valid responses were obtained after eliminating invalid ones (effective recovery rate: 87.8%).

Sample profile: 67.5% female, 32.5% male; 53.9% aged under 28; 60.8% with college or bachelor's degree; monthly income distributed evenly across all brackets, with a median of 5000-8000 RMB.

#### 3.3 Data Analysis

SPSS 26.0 and AMOS 24.0 were used for analysis, including: (1) reliability and validity tests; (2) Pearson correlation analysis; (3) multiple linear regression for direct effect tests; (4) three-step mediation test and Sobel test for mediating effect verification.

### 4. Empirical Results

#### 4.1 Reliability and Validity Tests

Reliability results (Table 2) show all Cronbach's  $\alpha > 0.7$ , composite reliability (CR)  $> 0.8$ , and average variance extracted (AVE)  $> 0.6$ , indicating good internal consistency and convergent validity.

**Table 2** Reliability and Convergent Validity

Construct	Cronbach's $\alpha$	CR	AVE
Relevance	0.804	0.915	0.782
Entertainment	0.776	0.876	0.702
Creativity	0.757	0.884	0.717
Emotional Value	0.797	0.902	0.755
Functional Value	0.781	0.864	0.679
Impulse Buying	0.768	0.895	0.741

The confirmatory factor analysis shows good model fit:  $\chi^2/df=1.596$ , RMSEA=0.041, GFI=0.937, CFI=0.967, TLI=0.967. The KMO value is 0.941, and Bartlett's test is significant ( $p<0.001$ ), confirming the data is suitable for factor analysis.

#### 4.2 Correlation Analysis

All core variables are significantly positively correlated ( $p<0.01$ ), with correlation coefficients all below 0.75, indicating no serious multicollinearity (Table 3).

**Table 3** Correlation Matrix of Core Variables

Variable	1	2	3	4	5	6
1. Impulse Buying	1					
2. Relevance	0.425**	1				
3. Entertainment	0.359**	0.709**	1			
4. Creativity	0.387**	0.688**	0.670**	1		
5. Emotional Value	0.452**	0.609**	0.593**	0.648**	1	
6. Functional Value	0.590**	0.505**	0.492**	0.542**	0.630**	1

Note: \*\* $p < 0.01$  (two-tailed)

#### 4.3 Direct Effect Tests

Regression results (Table 4) show that relevance ( $\beta=0.273$ ,  $p<0.001$ ) and creativity ( $\beta=0.161$ ,  $p<0.05$ ) have significant positive effects on impulse buying, supporting H1 and H3; entertainment has no significant direct effect ( $\beta=0.059$ ,  $p>0.05$ ), so H2 is rejected.

**Table 4** Regression Results of Skit Ads on Impulse Buying

Variable	Standardized Coefficient	t	p
Relevance	0.273	3.704	0.000
Entertainment	0.059	0.815	0.416
Creativity	0.161	2.297	0.022
Model Fit	$R^2=0.199$ , $F=29.474$ , $p<0.001$		

Additional regression tests confirm:

1) All three skit ad dimensions have significant positive effects on emotional value ( $R^2=0.486$ ,  $p<0.001$ ) and functional value ( $R^2=0.337$ ,  $p<0.001$ ), supporting H4-H9.

2) Emotional value ( $\beta=0.133$ ,  $p<0.05$ ) and functional value ( $\beta=0.507$ ,  $p<0.001$ ) have significant positive effects on impulse buying ( $R^2=0.359$ ,  $p<0.001$ ), supporting H10 and H11.

To clearly report the mediation results as suggested by the reviewer, an integrated table of indirect (mediating) effects is presented below. This table shows the indirect effect size, significance level (Z-value), and 95% confidence interval for each path through perceived value.

**Table 5** Indirect (Mediating) Effects through Perceived Value

Mediation Path	Indirect Effect	Z-value	95% Confidence Interval	Mediation Type
Relevance → Emotional Value → Impulse Buying	0.147	4.96***	[0.091, 0.203]	Partial
Relevance → Functional Value → Impulse Buying	0.200	7.56***	[0.145, 0.255]	Partial
Entertainment → Emotional Value → Impulse Buying	0.214	5.79***	[0.146, 0.282]	Partial
Entertainment → Functional Value → Impulse Buying	0.262	7.69***	[0.200, 0.324]	Full
Creativity → Emotional Value → Impulse Buying	0.220	5.31***	[0.150, 0.290]	Partial
Creativity → Functional Value → Impulse Buying	0.286	8.00***	[0.220, 0.352]	Full

\*Note: \*\* $p < 0.001$ . All 95% CIs do not include 0, indicating significant mediation.

#### 4.4 Mediation Effect Tests

Mediation test results (Table 5) confirm that perceived value plays a significant mediating role between all skit ad dimensions and impulse buying. Emotional value acts as a partial mediator, while functional value acts as a partial mediator for relevance and a full mediator for entertainment and creativity. All Sobel test Z values  $>1.96$  ( $p<0.001$ ), supporting H12-H17.

**Table 6** Summary of Hypothesis Test Results

Hypothesis	Result
H1: Relevance → Impulse Buying	Supported
H2: Entertainment → Impulse Buying	Rejected

Hypothesis	Result
H3: Creativity → Impulse Buying	Supported
H4-H9: Skit Ad Dimensions → Perceived Value	All Supported
H10-H11: Perceived Value → Impulse Buying	All Supported
H12-H17: Mediating Role of Perceived Value	All Supported

## 5. Discussion and Implications

### 5.1 Key Findings

Relevance and creativity of skit advertisements directly drive impulse buying, while pure entertainment has no significant direct effect. In the information-explosion era, consumers prioritize content fit with their needs and novel attraction over mere entertainment.

All three skit ad dimensions significantly enhance both emotional and functional perceived value. Even non-significant direct drivers (entertainment) can improve consumers' internal value perception, acting as a critical carrier for value delivery.

Perceived value, especially functional value, is the core driver of impulse buying and plays a significant mediating role between skit ads and impulse buying. Emotional and creative content must be transformed into consumers' perceived product value to achieve effective conversion.

### 5.2 Theoretical Implications

The results of this study are highly consistent with the theoretical relationships and literature reviewed in Section 2.

In line with the S-O-R framework (Eroglu et al., 2001), skit advertisement characteristics as external stimuli significantly influence impulse buying through the mediating role of perceived value as an internal organism state.

As proposed in the theoretical analysis, relevance and creativity positively and directly affect impulse buying, which supports the view that content fit and novelty are key drivers of consumer behavior (Tian & Yao, 2024). Meanwhile, all three dimensions of skit advertisements significantly improve emotional value and functional value, consistent with the definition and logic of perceived value (Zeithaml, 1988; Luo et al., 2025).

Furthermore, both emotional value and functional value significantly promote impulse buying, and perceived value plays a significant mediating role. This fully supports the theoretical mechanism reviewed in Section 2, indicating that skit advertisements drive impulse buying mainly by enhancing consumers' perceived value.

Finally, the mediating role of perceived value confirms the complete logical chain proposed in Section 2, in which impulse buying is viewed as an immediate, emotion-driven response (Stern, 1962).

### 5.3 Managerial Implications

**Prioritize content relevance:** Integrate ad plots with target consumers' daily scenarios and pain points to enhance resonance and directly drive impulse buying.

**Focus on creative brand integration:** Break traditional hard-sell models with novel plots and visual expressions to attract attention and enhance perceived value.

**Use entertainment as a value carrier:** Embed product function and value points into entertainment plots to transform viewing pleasure into product value perception.

**Build a dual-wheel drive of emotional and functional value:** Combine emotional resonance with clear product function delivery, with a focus on highlighting functional value as the core conversion driver.

## 6. Limitations and Future Research

### 6.1 Research Conclusions

The empirical results of this study, based on 360 valid samples, confirm that the features of skit advertisements significantly influence consumers' impulse buying through the S-O-R framework. Specifically, the relevance and creativity of skit ads have a direct and positive impact on impulse buying behavior, whereas the entertainment dimension only influences purchase intentions indirectly through the mediation of perceived value, rather than through a direct path. Furthermore, both functional and emotional perceived value play a crucial mediating role in this process. This suggests that while humorous or entertaining content can capture attention, it is the alignment with consumer needs (relevance) and the novelty of the presentation (creativity) that effectively lower psychological barriers and trigger immediate purchasing decisions. The validation of these relationships

highlights that the "value-driven" mechanism is the core psychological bridge between short-form video stimuli and behavioral responses.

### 6.2 Management Suggestions

Based on the findings, brands and digital marketers should shift their focus from purely "viral" entertainment to "value-centered" creative storytelling. First, advertisers must prioritize the "relevance" of content by utilizing big data to match ad scenarios with the specific pain points of the target audience, ensuring the product is perceived as a solution rather than an intrusion. Second, given the significant mediating role of perceived value, marketing campaigns should balance emotional resonance with functional clarity; skit ads should not only tell a compelling story but also clearly communicate the practical utility of the product to enhance functional perceived value. Finally, platforms should optimize their recommendation algorithms to foster an immersive "content-to-commerce" ecosystem, where creative skit ads serve as high-quality content that reduces consumer resistance and shortens the decision-making cycle for impulse purchases.

### 6.3 Limitations and Future Research

Despite the theoretical and practical insights provided, this study has certain limitations that offer directions for future research. First, the sample was primarily collected through online channels, which may lead to a demographic bias toward younger digital natives; future studies could broaden the age and regional distribution to enhance the generalizability of the results. Second, this research focused on the general category of "skit advertisements" without differentiating between specific product types (e.g., FMCG vs. high-involvement goods). Future investigations could explore how product involvement moderates the relationship between ad creativity and impulse buying. Lastly, while this study employed a cross-sectional survey, longitudinal research could be conducted in the future to examine the long-term impact of skit advertisements on brand loyalty and repeated purchase behavior beyond the initial impulse.

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