

# The Impact of Short Video Display on Consumers' Impulse Purchase Intention in the Eco-tourism Scenic Spot From the Perspective of Virtual Touch

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**Abstract:** The innovation of Internet information technology led to the development of short video blowout. In this paper, under the background of virtual touch, the credible information source is taken as the adjusting variable to build the theoretical model of short video display, virtual contact and impulse purchase intention of consumers in the eco-tourism scenic spot. The research results show that consumers focus on ecological tourism souvenirs in the short video display can be fully display the ecological of tourism destination quality, high-quality tourist souvenirs show a short video for consumers have significant positive influence on virtual touch, short for source credible capricious higher consumer video more impulsive purchase intention.

**Keywords:** Short video display; Ecotourism souvenirs; Virtual touch; Impulse buying

## 1. Introduction

In 2014, it was called "the first year of China mobile short video", and in the following three years, short video showed a blowout development. According to the 《2017 China short video industry research report》 released by Iresearch consulting, the number of independent devices in January 2017 was 138 million, and the number of independent devices in August 2017 reached 313 million, with the average monthly growth rate as high as 14.1%. It also predicted that the penetration rate of short video users will reach 70% in the next one to two years.[1] Meanwhile, short video is favored by startups and capital due to its low cost and high return business value. As of the first half of 2017, all three Internet giants spread their strategic layout into the short video sector. Short video market investment is still hot and its' cash intake 'is still growing.

Short videos are mainly divided into PGC (Professional Generated Content) and UGC (User Generated Content). PGC is produced by professional producers, such as professional video websites, professional video apps, etc. It has the characteristics of professional classification and high content credibility. Youku Video has launched a number of word-of-mouth revenue-generating platforms such as "Logical Thinking" and "UFO", which have attracted large-scale benefits by attracting users to continue to subscribe. UGC is an amateur producer producing content, that is, the user is not only the viewer of the video content, but also the creator of the content.

Mathwick and Park's research shows that virtual technology enhances the virtual experience of potential consumers, thereby attracting them to visit related websites and facilitating their online purchases, which not only improves consumer satisfaction, but also enhances their willingness to repeat purchases;[2] In addition, Park also found that virtual technology compensates consumers for their touch, which influences consumers' evaluation of products.[3]As Internet retailers continue to improve the quality of their websites, 3D visualization technology is used to enhance the consumer experience and the realism of shopping. So can this 3D technology make up for the lack of shopping experience brought by consumers who have no way to directly contact the goods, and then encourage consumers to make purchases, especially impulsive purchases? Is this 3D technology suitable for the marketing of tourist souvenirs?

This study focuses on the potential consumers' experience after watching a short video show of high-quality eco-tourism scenic spots presented by short video APP, micro-business or agricultural tourism related departments, aiming to reveal the impact of short video display on potential consumers; In addition to measuring the impulsive purchase intention of potential consumers, this study also attempts to explore potential variables such as short video display, virtual contact, trustworthiness of information sources and impulsive purchase intention, and verify whether there is a regulatory effect of "virtual contact".

## 2. Literature Review

Short video has set off a boom in the development of the Internet economy. As its user penetration rate continues to rise, the related short video application website version is constantly updated and increasingly perfect. Short video formats and short video lengths, ranging from micro-videos of less than 30 seconds to short videos of about 3 to 5 minutes, which meet the needs of different users, making it easy for users to record and share what they see and hear. The sense of thinking makes the interaction and communication between users, and also guides the direction of the new marketing form of the enterprise. The enterprise uses such short video application to display its products in an all-round and multi-angle dynamic manner, thereby enhancing consumers' The interest in its products has led to a significant increase in the likelihood that consumers will purchase their products.

### 2.1. Tourist souvenirs

Tourist souvenirs are of great significance in the tourism industry and in the travel of tourists. In 1986, scholar Beverly Gordon incorporated tourist souvenirs into academic research and regarded tourist souvenirs as "excellent messengers"[4]. Domestic scholar Wang Yu divides tourist souvenirs into six categories of tourist crafts, travel antiques and their replicas, tourist destinations, stone carvings, tourist destinations, jewellery and tourist special souvenirs[5]. Based on demographics, Littrell M A studies different age groups, occupational types, income levels, travel patterns and motivations, and concerns about the authenticity of souvenirs. The results of the study show that tourists are in the lower ages and lack of experience to value the creativity and uniqueness of souvenirs, while high-age and experienced tourists prefer the richness and integrity of culture and history[6]. The authenticity of tourist souvenirs has received the attention and controversy of many scholars in the academic world. Due to the special nature of tourist souvenirs, in addition to its good visual effects, it can also arouse the memories of tourists. Therefore, tourist souvenirs should be more in line with their authenticity and authenticity, allowing tourists to transfer their past travel experiences and experiences to their favorite souvenirs[7].

### 2.2. virtual touch

Online shopping is the product of the continuous development of the Internet era. The convenience of making transactions with merchants anywhere, anytime and anywhere is deeply loved by consumers. However, because online shopping is based on virtual websites, consumers can't get real tactile experience. Scholars try to use advanced visual technology to make consumers feel like they are trying to buy. For a product, this tactile experience is "virtual touch" by researchers. Sensing technologies such as these are largely free from the constraints of space.

Based on the creation of presence, Klein evaluates consumers' attitudes towards advertising products by evaluating the two dimensions of user control and media abundance. The results show that user control and media abundance have a direct effect on virtual touch, and this A virtual touch has a direct impact on the cognitive response of consumers[8]. Grohmann et al. believe that retailers can profit by allowing consumers to access their products. The quality of products, the differences in individual needs, and the variety of product comparisons have a direct impact on the virtual contact of consumers. Its research confirms that a good tactile experience has a positive contribution to the emotional involvement of consumers and can arouse the positive emotions of consumers, thereby encouraging consumers to generate willingness to purchase[9].

Based on the "SOR" of cognitive psychology and the theory of website quality related to marketing, Liu Yunan believes that website interaction, vividness and ease of use have a significant impact on the formation of consumer virtual touch, and virtual touch to consumer product quality Assessment and decision-making confidence have a significant positive impact[10]. Zhong Ke et al. studied the failed service situation and put forward the theoretical model of "specific sensory experience – belief abstraction – consumer attitude". The research results show that the tactile experience that is not related to the event in service failure will also be customer. The attitude has an impact[11]. Liu Qianhui explores whether website factors and consumer shopping experience have a significant impact on consumer virtual touch based on "buyers show" and "seller show". The results show that the higher the performance factors on the website, the consumer's shopping experience. The more abundant, the more significant the impact on consumer virtual contact, which in turn affects consumers' willingness to purchase[12]. Based on the theories of cognitive psychology, multi-sensory interaction theory and virtual contact perception, Zhu Guozhen believes that in the online shopping situation, clothing materials, colors, clothing model expressions, gender and body shape will all help consumers' virtual touch. Forming, by constructing a compensation mechanism for the consumer's virtual touch, has a significant impact on facilitating consumer purchase behavior[13].

### 2.3. Information source

#### 2.3.1. Information Source Concept

In the early stage of the research, the information source was defined as the source of the information, and the main body could be people, enterprises, etc.[14] In the marketing communication model, the information source is defined as the sender of the information, which can directly or indirectly transmit the information to the individual. In addition, the way and channel of information

dissemination are also included in the definition of the information source[15]. In the existing research results, it is confirmed that the information source has a significant positive or negative adjustment effect on the persuasiveness of the information itself, and the information source directly or indirectly affects the recipient's emotions, attitudes, and ideas[16]. Kelman believes that the three mental modes of internalization, compliance, and identification can change the emotions and attitudes of information recipients by means of information source traits[17]. In short video marketing, the information source of product information is a short video application website, app, and the recipient of the information is a potential consumer.

### 2.3.2. Information source trustworthiness

The information source trust model is a research field that is currently concerned by academic circles. Generally speaking, the recipient of information usually judges the authenticity of the information itself based on the credibility of the information source. Trustworthiness is the positive trait of information sources. The higher its trustworthiness, the stronger the persuasiveness of information.

The study of information source trustworthiness originated from the exploration of psychology. Research scholars believe that human trust in the process of communication is a crucial factor and plays a decisive role in the communication process. Hovland calls it for reliability. Hovland also pointed out that when information transmitters and recipients communicate, the source of information determines the amount of information output, but the validity of the output information depends entirely on the evaluation of the information receiver's trust in the information source, and only when accepted. The author believes that the information source itself has the highest level of knowledge. The evaluation of the information transmitter's point of view mainly includes two dimensions of specialization and trustworthiness[18]. In addition, some researchers have found that for advertising products, attractive spokespersons will attract more attention from information recipients and have a higher degree of affection for the products they endorse[19]. Subsequently, Western scholar McGuire put forward the information attraction model based on this, and divided the attraction of information source into preference, familiarity, value matching between information source and audience, and external beauty of information source[20]. With the maturity of information source research, the above two models have been widely used, and finally they are integrated into the information source trust model by scholar Ohanian. The scale mainly includes the attraction of information sources, the trustworthiness of information sources, and The three dimensions of professionalism of information sources[21]

### 2.4. Impulsive purchase intention

In the 1950s, DuPont's study of shopping habits opened the era of impulsive buying research. He equated unplanned purchases with impulsive purchases[22]. Engel & Blackwell (1982) defined impulsive purchases as consumers entering the store. There was no plan for shopping before. Rook (1987) interprets impulsive purchases as a strong desire of consumers to get a certain commodity. In summary, impulsive buying is the reaction of consumers to out-of-planning consumer behavior when they receive external stimuli.

Dholakia's research shows that marketing stimuli, situational factors and consumer's personal impulse characteristics are factors influencing consumer impulse buying behavior[23]. Jiang pointed out that online merchants adopt different display methods for different products, including pictures, texts, videos, etc., which can enhance the on-the-spot experience of consumers, thus encouraging them to make impulsive purchases[24]. Different from shopping in physical stores, consumers are more susceptible to uncontrollable factors in the network context, including graphic and appearance display, product history sales and buyer reviews, business discounts and other marketing strategies will be impulsive to consumers. Sex purchases have an impact[25].

## 3. Research Hypothesis

Short video display relies on visualization technology to meet the sensory needs of consumers. Li, Daugherty's research shows that 3D technology has a positive effect on consumers' visual and tactile perception in online shopping situations[26]. Lacey pointed out that the production of visual effects has a significant effect on tactile perception[27]. Studies by Arabzadeh and other scholars have found that non-information in visual effects induces consumer perception of product touches.

According to the individual's cognitive theory, when the audience watched the short video display of the eco-tourism scenic spot souvenir, they will create a virtual sense of touch in their impressions, and then the consumer will form a relatively complete sensory experience, based on which the following assumptions are made:

H1 High-quality eco-tourism scenic spot souvenir short video display has a significant role in promoting virtual contact.

The "SOR" theoretical model points out that individuals respond quickly to external stimuli. When consumers see a short video display of an eco-tourism scenic spot souvenir launched by a merchant, they will stimulate the audience to encourage them to See the product video for analysis and judgment. This kind of short video display can make consumers play a subjective imagination, and the shopping environment created by them is easier than the traditional physical store atmosphere. By making up for the sensory needs of consumers, they feel that they are immersive, thus inducing their impulse. The genera-

tion of sexual buying behavior. In summary, the following research hypotheses are proposed:

H2 High-quality eco-tourism scenic spot souvenir short video display has a significant role in promoting consumers' willingness to purchase.

Minjung Park's research found that virtual touch has motivated consumers to improve the quality of related products, and this improvement will also affect their attitude towards the product and willingness to purchase[29]. Studies by scholars such as Peck have also shown that there are differences in the tactile needs of different consumer groups, and the higher the demand for tactile demand, the stronger the willingness to purchase impulses<sup>30</sup>. In the online shopping situation, the dynamic short video display compensates for the consumer's lack of touch, encourages them to obtain virtual tactile perception, and finally induces their impulse purchase behavior. Therefore, the following assumptions are made:

H3 virtual touch has a significant role in promoting consumers' willingness to purchase.

Due to the virtual nature of the Internet itself, it is easy to induce unreality. This unreality is more obvious in the online shopping situation. Therefore, consumers are more cautious before making online purchases. When stimulated by external factors, their instinctive reaction is to trust the source of information, and then decide whether to purchase related products.

According to the theory of empathy mechanism in psychology, when a merchant has high trustworthiness, it will leave a good impression on the consumer's mind. This impression will promote the consumer's recognition degree and goodwill. Thus, the consumer's concerns are reduced, and the consumer's trust in the merchant is transferred to the trust of the product sold by the merchant. Conversely, if there is a lack of trust between consumers and businesses, the effect is exactly the opposite. In summary, the following assumptions are made:

H4 Information Source Trustworthiness Regulates Consumers' Impulsive Purchase Intention

H4a Information source trustworthiness plays a regulatory role in the impact of eco-tourism scenic spot souvenir display on consumers' impulsive purchase intention

H4b information source trustworthiness in the virtual touch has a regulatory effect on consumers' impulsive purchase intention

## 4. Research Design

### 4.1. Questionnaire design

This paper uses the questionnaire survey method to conduct research. The questionnaire consists of two parts: first, consumer demographic information; second, four scales, which are mainly used to measure the latent variable "short video display of eco-tourism scenic spot souvenir" and "virtual "Touch", "consumer impulse pur-

chase intention", "information source trustworthiness" level.

This paper conducts research through face-to-face communication, literature research, and small-scale pre-survey, and based on this, continuously revise the scale design of each link. Due to the late start of short video, there are few relevant research literatures on short video display. Therefore, in order to ensure the validity of the scale, combined with the help of many short video production and related field experts and online merchants, In the literature, the "Ecotourism Scenic Souvenir Short Video Display Scale" was designed and proved to be effective through empirical research.

In summary, the Eco-tourism Souvenir Demonstration has three main questions, as follows:

I think that the eco-tourism scenic spots in the short video can fully reflect the tourist destination.

I think the characteristics and materials of the eco-tourism scenic spot souvenir in the short video are fully displayed.

I think the eco-tourism scenic spot souvenir in the short video can satisfy my aesthetic needs. The Virtual Touch scale (Virtual Touch) is based on the scale 31 developed by Biocca, Kim, and Choi, and mainly includes four questions. Impulsive Purchase Mood is mainly based on the scale 32 developed by scholars such as Jing Fengjie, which mainly includes four questions. The Information Source Trustworthiness mainly refers to Ohanian's research results<sup>21</sup>, which mainly includes three questions. The measurement scale consists of 14 questions, which are measured by the Likert 7 scale. Respondents are asked to score from low to high according to the item, and the values are assigned to 1 to 7.

### 4.2. Sample selection and data collection

The data of this study was mainly through large-scale data collection through online questionnaires and paper questionnaires. The total number of questionnaires obtained was 399, including 226 online questionnaires and 173 paper questionnaires. After eliminating the incomplete filling, extreme filling, and filling in the intermediate value, 364 valid questionnaires were obtained, and the overall effective rate was 91%.

### 4.3. Data analysis methods

Firstly, based on the pre-survey data, the Cronbach's  $\alpha$  coefficient is calculated by the SPSS 21 data processing software, so as to verify the reliability and validity of the scale, and eliminate the substandard question. Secondly, the data of the pre-study and formal survey questionnaires were collected, and the obtained sample data was subjected to confirmatory factor analysis using AMOS 21 software. From the results of the confirmatory factor analysis, the variables whose factor load is less than the



critical value are eliminated, and the structural equation model is run to test the hypothesis path.

**5. Analysis Results and Research Findings**

**5.1. Sample descriptive statistical analysis**

Statistics on the data obtained are based on the audiences in Shanghai, Hainan and Jiangsu, accounting for 34.06%, 24.02%, and 12.23%, respectively. Other provinces also have small coverage, and 2 students are studying in the United States. Classmates, 1 British student studying abroad and 1 Australian student studying abroad. The overall sample ratio is relatively balanced: 49.78% for men and 50.22% for women. The sample age group is mainly concentrated in 18~25 years old, accounting for 79.04%, and 26~30 accounting for 13.1%. Among them, full-time students accounted for 65.91%, followed by sales staff (7.42%) and teachers (6.99%).

The valid questionnaires collected were tested for reliability and validity. Ecotourism scenic spot souvenir short video display (ESD), virtual touch (VT), consumer impulse purchase intention (IPM), information source trustworthiness (IST), the Cronbach's $\alpha$  coefficient of the four scales are higher than widely The accepted threshold value is 0.7 (see Table 1). In addition, the Cronbach's $\alpha$  coefficient of the whole sample is 0.968, indicating that all the questions of the four scales have ideal consistency. Secondly, the validity analysis of all the questions of the above five scales showed that the KMO value was 0.953; the Bartlett spherical test reached a significant level ( $p < 0.001$ ), indicating that the scale was suitable for factor analysis. Finally, factor analysis is used to calculate the factor load of the scale on its latent variables (see Table 1), and its factor load is higher than 0.7, indicating that the measurement scale has better convergence validity.

**5.2. Scale reliability and validity test**

**Table 1 Reliability and validity analysis results**

Variables	Mean(Std.D)	Estimate	Cronbach' $\alpha$	KMO
Eco-tourism scenic spot souvenir short video display (ESD)				
ESD1 Reflect destination's feature	5.20(1.46)	0.752		
ESD2 Show souvenir material	5.11(1.40)	0.740		
ESD3 Meet aesthetic requirements	4.85(1.52)	0.766	0.867	0.738
Visual touch (VT)				
VT1 touch souvenir Realistically	4.56(1.66)	0.833		
VT2 feel souvenir's value	4.80(1.50)	0.872		
VT3 feel souvenir's material	4.70(1.56)	0.849	0.930	0.858
VT4 Immersive souvenirs experience	4.78(1.56)	0.909		
Information source trustworthiness (IST)				
IST1 Displayed content specialization	5.01(1.47)	0.890		
IST2 The content is tempting	4.85(1.58)	0.896		
IST3 The content is true and effective	4.91(1.45)	0.879	0.922	0.763
Impulsive purchase motivation (IPM)				
IPM1 Have plans to buy	4.72(1.67)	0.905		
IPM2 Impulsive buying habits	5.03(1.50)	0.880		
IPM3 Impulsive buying desire	5.03(1.46)	0.907	0.921	0.844
IPM4 Impulsive purchase is very likely	5.00(1.66)	0.871		

**5.3. Measurement model test**

The confirmatory factor analysis (CFA) was performed on the four latent variables using the collected sample data. The results of the CFA analysis are shown in Table 2. The data and the measurement model have good fitting

effects and can reach the ideal value. The fitting path is shown in Figure 1. The fitting result does not show abnormal conditions such as negative fitting, indicating that the parameters do not violate the estimation.

**Table 2. Structural equation model goodness-of-fit index of the overall sample**

Parameter	$\chi^2/df$	GFI	AGFI	PGFI	NFI	IFI	CFI	RMSEA	SRMR
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Ideal value	<5	>0.9	>0.9	>0.5	>0.9	>0.9	>0.95	<0.08	<0.08
Sample index	1.28	0.96	0.927	0.524	0.949	0.995	0.995	0.038	0.048

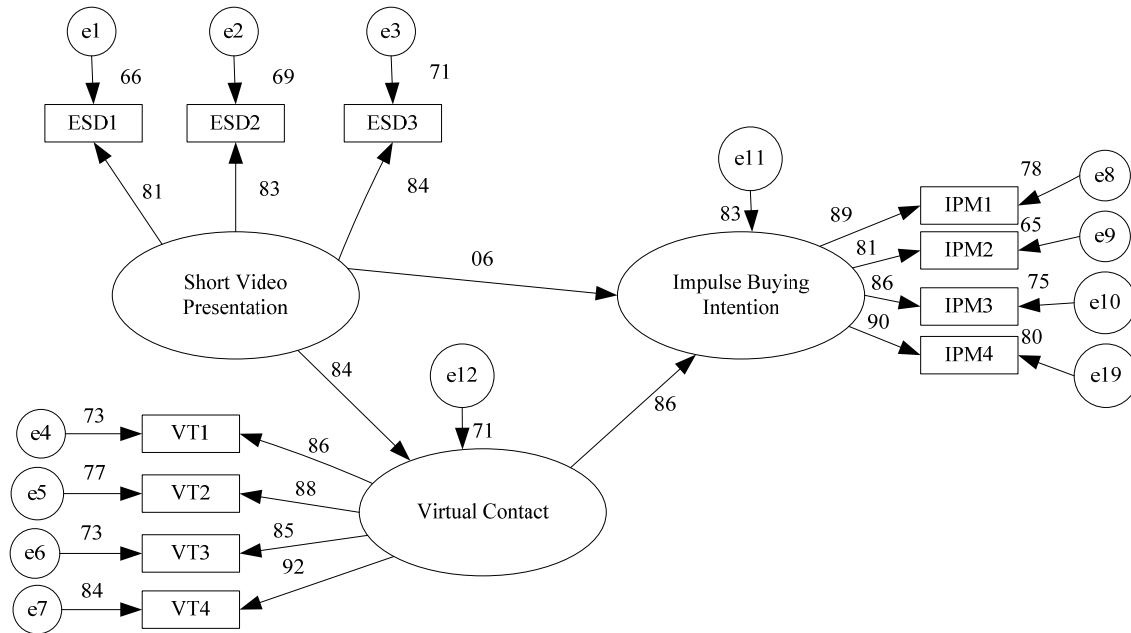


Figure 1. Eco-tourism scenic spot souvenir short video display, virtual touch and impulsive purchase motivation model fit map

5.4. Model fitting results analysis and hypothesis testing

From the model fitting results of Fig. 1, it can be seen that H1 ( $\lambda=0.84$ ,  $t=10.704$ ,  $p<0.001$ ,  $S.E=0.089$ ), H2 ( $\lambda=0.06$ ,  $t=2.477$ ,  $p<0.001$ ,  $S.E=0.125$ ), H2( $\lambda=0.86$ ,  $t=6.812$ ,  $p<0.001$ ,  $S.E=0.121$ ), all three paths were significant at a significant level of 0.001, and the first three study hypotheses were validated. Namely: short-term video display of high-quality eco-tourism scenic spots has a significant role in promoting virtual contact; high-quality eco-tourism scenic spot souvenir short video display has a significant role in promoting consumers' impulsive purchase intention; virtual touch is impulsive to consumers. 4. The willingness to purchase has a significant boost.

5.5. Information source trustworthiness adjustment effect test

In the valid data collected, the regulation of the trustworthiness of the information source is tested, and the results

are shown in Table 3. Model 1 and Model 2 in Table 3 respectively examine the process of information source trustworthiness for the “short video display of eco-tourism scenic spot souvenir – consumer impulse purchase intention” and “virtual contact – consumer impulse purchase intention”. The results show that: “short video display\* information source trustworthiness”  $\beta=0.33$ ,  $p<0.05$ ; “virtual contact\* information source trustworthiness”  $\beta=0.59$ ,  $p<0.05$ , both paths are at 0.05 Significantly significant, the latter two studies assume that H4a, H4b (that is H4) are validated. That is to say: the trustworthiness of information source has a regulating effect on the generation of consumers' impulsive purchase intention; the trustworthiness of information source has a regulating effect on the influence of eco-tourism scenic spot souvenir display on consumers' impulsive purchase intention; information source trustworthiness The virtual touch has a regulatory effect on the consumer's willingness to purchase.

Table 3. Information source trustworthiness adjustment role analysis table

Control variable	Impulsive purchase motivation	
	Model 1	Model 2
gender	0.033	0.037
age	0.020	0.014
Career	-0.036	-0.038

monthly income	0.022	0.023
Independent variable		
Short video display	0.385***	
Virtual touch		0.423***
Moderator		
Information source trustworthiness	-0.073	-0.056
Interaction variable		
Short video display * Information source trustworthiness	0.33*	
Virtual touch * Information source trustworthiness		0.59*
R square	0.780	0.783
F value	97.636	91.553

Note: \* indicates  $p < 0.005$ , \*\* indicates  $p < 0.001$ , \*\*\* indicates  $p < 0.001$

## 6. Conclusions and discussion

Based on the virtual touch, this study focuses on the impact of short video display of eco-tourism scenic spots on the impulsive purchase intention of potential consumers, and explores how short video display affects consumers' impulsive purchase intention and analyzes the ecology. Short-term video display and virtual touch in tourist attractions, virtual touch and consumer impulse purchase intention, information source trustworthiness for virtual touch, information source trustworthiness, and consumer's impulsive purchase willingness. The study found that the short video display of eco-tourism scenic spots can directly affect the consumer's impulsive purchase intention, and can also influence the impulsive purchase intention of consumers through the virtual sense of mediator variables, and the trustworthiness of information source for consumers' impulsive purchase intention. There is a regulation effect, that is, the trustworthiness of the information source has a regulating effect on the influence of the eco-tourism scenic spot souvenir display on the consumer's impulsive purchase intention; the information source trustworthiness has a regulating effect on the consumer's impulsive purchase intention.

In the existing literature research, the design of tourist souvenirs, the classification and operation mode of tourist souvenirs are mostly carried out, while the literature on the use of virtual technology for souvenirs is relatively rare. Because short video presents a dynamic process, In order to stimulate consumers and make purchase intentions, we should also pay attention to the all-round display of souvenirs. In this study, consumers pay more attention to whether souvenirs can fully display the characteristics of eco-tourism scenic spots and the value of souvenirs to consumers themselves. . In addition, the trustworthiness of the information source has a significant impact on the consumer's impulsive purchase intention. Therefore, when launching the short video display of the ecological scenic spot souvenir, it is necessary to pay attention to its promotion channels and improve its professional level, thereby promoting consumers. Impulsive buying behavior.

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