

The Impact of Visual Marketing in Online Outfit Short Videos on Consumers' Purchase Intention

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Abstract

This study pursues four objectives: 1) to identify the key visual marketing elements present in online outfit short videos; 2) to examine whether these visual elements directly influence consumers' purchase intention; 3) to investigate whether flow experience and sense of presence mediate the relationship between visual marketing elements and purchase intention; and 4) to provide strategic guidance for clothing brands seeking to optimize their short-video marketing practices. Grounded in the Stimulus–Organism–Response (S-O-R) model, the research examines five critical visual stimuli: color matching, clothing style presentation, background consistency, model expressiveness, and video editing effects. It investigates their impact on purchase intention through the mediating roles of flow experience and sense of presence; two psychological constructs deeply linked to life satisfaction and digital engagement. A quantitative approach was employed, collecting 441 valid samples, which were analyzed using SPSS 26.0 and AMOS 24.0.

The results indicate that: 1) all five visual elements significantly enhance purchase intention; 2) high-quality visual marketing positively fosters both flow experience and a sense of presence; and 3) flow and presence act as partial mediators in the relationship between visual stimuli and behavioral response. From a quality-of-life (QoL) perspective, the findings suggest that aesthetically pleasing and immersive video content provides consumers with “micro-moments” of joy and cognitive absorption, reducing daily stress and enhancing the overall quality of the digital consumer journey.

This research extends the theoretical boundaries of visual marketing and provides strategic guidance for brands seeking to foster meaningful, high-quality connections with their audience.

Keywords: flow experience / online outfit short videos / purchase intention / sense of presence / visual marketing

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Introduction

Short-video platforms such as TikTok, Xiaohongshu, and Kuaishou have reshaped e-commerce, especially in the clothing industry. Compared with pictures or text, short videos display colors, styles, scenes, and real wearing effects more vividly, helping reduce product uncertainty and stimulating purchases. However, academic research has mainly focused on influencer characteristics, information usefulness, and entertainment features, while visual marketing has received insufficient attention.

Visual elements such as layouts, color palettes, model expressiveness, and editing rhythm directly shape viewers' psychological experiences. They may induce emotional immersion (flow) and spatial/social immersion (presence), which influence decision-making. Despite growing interest in short-video marketing, a clear research gap remains. Existing studies on clothing brands' short-video marketing, such as Jiang and Sun's (2024) SIPS-based system and Luo's (2024) work on content marketing and purchase intention, tend to treat visual presentation as a single, undifferentiated factor rather than decomposing it into distinct elements such as color matching, style presentation, background consistency, model expressiveness, and editing effects. Likewise, foundational visual-marketing research such as Bellizzi et al. (1983) and S-O-R-based studies such as Wang's (2023) examination of live-streaming apparel contexts have established that visual stimuli shape consumer emotion and behavior, yet these studies were conducted in physical retail or live-streaming settings rather than short-video formats, and rarely test psychological mediators such as flow experience and sense of presence jointly. This leaves the mechanism linking specific visual marketing elements in outfit short videos, psychological immersion, and purchase intention insufficiently understood, which the present study addresses.

Objectives

- 1) Do visual elements of outfit short videos affect purchase intention?
- 2) Do flow experience and presence mediate this influence?

Theoretical Significance

1. Research on visual marketing in online outfit short videos remains underdeveloped. By analyzing how visual marketing elements influence purchase intention in digital contexts, this study enriches the theoretical framework of apparel visual marketing and offers empirical support for the field.

2. By introducing flow experience and presence as mediators between visual stimuli and purchase intention, this study integrates psychological theory with apparel marketing and reveals consumers' internal mental processes when viewing outfit short videos, offering new approaches for marketing research.

3. From the perspective of visual marketing, this study comprehensively examines consumer behavior responses when interacting with online outfit short videos, thereby enriching and refining consumer behavior theories. By clarifying how visual marketing elements influence consumers' flow experience, sense of presence, and final purchase intention, it provides a more comprehensive explanation for decision-making processes in specific marketing contexts. This research provides a richer theoretical foundation for understanding consumer behavior patterns.

Literature Review

1. Online Outfit Short Videos

Prior studies show that video attractiveness, credibility, and entertainment influence purchase intention, often mediated by perceived usefulness or pleasure. However, visual elements are usually treated as a single variable ("attractiveness"). Few studies segment visual elements. Mediation through psychological immersion is not deeply examined.

Existing studies have made preliminary progress on the marketing strategies and consumer behaviors of online outfit short videos. Still, a significant gap remains in the systematic exploration of the visual marketing dimension, which impedes direct analysis of the "visual elements–psychological mediation–purchase intention" mechanism examined in this study.

In terms of research content, domestic studies predominantly focus on superficial connections between content strategies (such as the closed-loop SIPS model proposed by Jiang Wenjing and Sun Hong in 2024) and user behavior. The analysis of visual elements remains at a generalized level, such as "attractiveness," without delving into core dimensions like color coordination or fashion style presentation. Luo Ziyi's mention of "low-threshold imitability" (2024), while involving visual presentation, fails to explain the logical roles of elements like model expressiveness and background consistency. Although international research emphasizes technology-driven approaches (e.g., Verkijika's 2020 AI recommendations) and cultural symbols (e.g., Kwak's 2020 Korean traditional clothing adaptations), studies on video

editing effects and dynamic visual flows remain limited to platform comparisons, lacking in-depth exploration of visual element synergies. From a theoretical application perspective, Shen Yijun and Qu Hongjian's (2022) "visual appeal–perceived pleasure–purchase intention" pathway, validated through the S-O-R model, excludes mediating mechanisms such as flow experience and presence. Shi Wenqi et al.'s (2021) technology acceptance perspective, while emphasizing practicality, overlooks the impact of video editing effects on cognitive fluency. In prior studies, Miller et al. (2023)'s sustainable visual symbol research did not examine the correlation between the five visual dimensions and the psychological variables examined in this study, resulting in a fault in the theoretical chain.

2. Visual Marketing

Visual marketing guides consumer cognition and emotion through images, color, space, and layout. Research on physical stores and e-commerce has shown that color harmony elicits positive emotions and increases purchase rates. International research has focused on analyzing the mechanisms of visual elements in physical stores from a psychological perspective, yielding multiple quantifiable conclusions. Bellizzi et al. (1983) demonstrated that color coordination in apparel retail significantly influences consumer emotions: shoppers in warm-toned environments spend 23% longer than those in cool-toned environments, and impulse purchase rates increase by 31%. This provides early empirical evidence linking visual elements to consumer psychology. Hulten (2011) found through cross-cultural comparisons that brand trust impacts differ between Western and Asian markets, noting a 42% higher acceptance rate for "diverse models" in Western markets than in Asian markets. Michon et al. (2005) conducted eye-tracking experiments showing that dynamic visual elements (e.g., staff guidance and product display rhythm) capture attention 2.1 times more efficiently than static elements in physical spaces, highlighting the importance of dynamic visual flow in consumer decision-making.

However, dynamic, fast-paced short videos require new frameworks, especially for editing rhythm, scene–style consistency, and model expressiveness.

3. Consumer Purchase Intention

External stimuli and psychological states influence purchase intention. Based on S-O-R theory: Stimuli → emotional/cognitive organism state → response. Wang Lanling (2023) applied the Stimulus-Organism-Response (S-O-R) model to live-streaming apparel scenarios, proposing visual marketing factors as external stimuli. By leveraging body variables, such as

flow experience and presence, to influence purchase intention, this study established a classic framework for online purchase-intention research. Zhang Baosheng et al. (2021), building on flow theory, found that live-streaming features such as visibility and interactivity affect purchase intention through consumer perceptions of trustworthiness and usefulness, thereby expanding the applicability of experiential perspectives.

A review of existing literature reveals that domestic and international scholars have conducted extensive research on consumer purchase intention, with mature developments in research directions, domains, perspectives, and theoretical models. Chinese researchers have made significant efforts to adapt relevant methodologies and theories to local contexts, laying a solid foundation for this study. However, the exploration of the correlation between purchase intention and online outfit short videos is in its infancy, with limited research subjects, and calls for further enrichment of research perspectives and an urgent increase in depth. Building on this context, this paper adopts the unique perspective of “visual marketing” to investigate the relationship between online outfit short videos and consumer purchase intention, thereby expanding the field’s research horizons.

Research Model and Hypotheses

1. Construction of Research Model

This study investigates how visual marketing elements in online outfit short videos influence consumer purchase intention, grounded in the Stimulus-Organism-Response (S-O-R) model. The framework posits that when external stimuli engage the organism, they trigger a series of internal responses that ultimately shape the individual’s response.

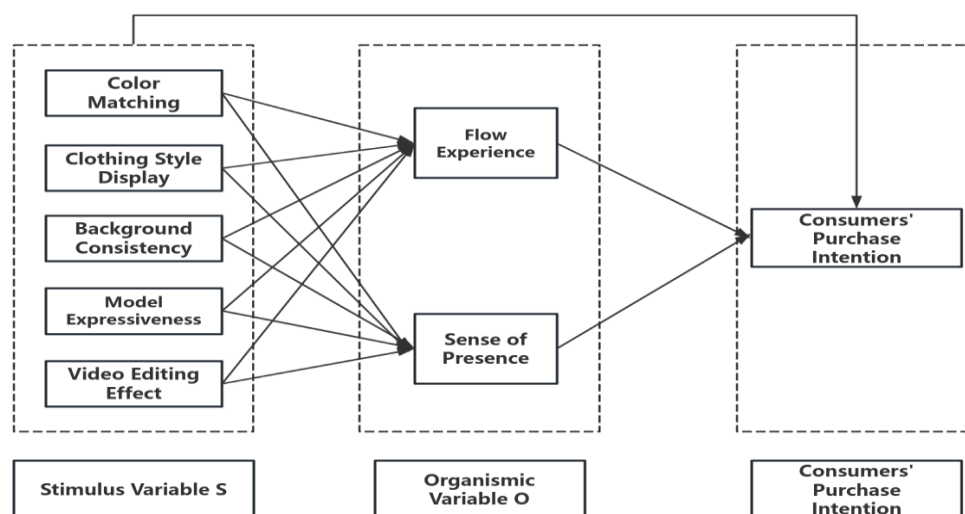


Figure 1: Research Model

Based on this theory, this study constructs the research model shown in Figure 1. In the model, the five types of visual marketing elements color matching, clothing style presentation, background consistency, model expressiveness, and video editing effects serve as stimulus variables (S); flow experience and sense of presence serve as organism variables (O), representing the internal psychological processes of consumers after receiving visual stimuli; and consumer purchase intention serves as the response variable (R).

This study hypothesizes that the five types of visual marketing elements not only indirectly affect consumer purchase intention through flow experience and sense of presence, but also directly affect it (i.e., H1a–H1e). This model aims to systematically test the complete pathway of “visual stimulus → psychological mediation → behavioral intention,” as well as the direct effects of visual elements on purchase intention.

2. Research Hypotheses

2.1 Direct Effects

H1a: Color matching has a significant positive impact on consumer purchase intention.

H1b: Clothing style presentation has a significant positive impact on consumer purchase intention.

H1c: Background consistency has a significant positive impact on consumer purchase intention.

H1d: Model expressiveness has a significant positive impact on consumer purchase intention.

H1e: Video editing effects have a significant positive impact on consumer purchase intention.

2.2 Mediation via Flow

H2a: Color matching is positively correlated with consumers' flow experience.

H2b: Clothing style presentation is positively correlated with consumers' flow experience.

H2c: Background consistency is positively correlated with consumers' flow experience.

H2d: Model expressiveness is positively correlated with consumers' flow experience.

H2e: Video editing effect is positively correlated with consumers' flow experience.

Mediating Role of Flow Experience

The S-O-R model (Mehrabian and Russell, 1974) posits that stimuli influence responses via organismic states. Zhou Min (2019) validated flow as a mediator in online contexts, while Shen Yijun and Qu Hongjian (2022) showed visual appeal impacts purchase intention through emotional immersion.

H4a: Flow experience mediates color matching and consumer purchase intention.

H4b: Flow experience mediates clothing style presentation and consumer purchase intention.

H4c: Flow experience mediates the relationship between background consistency and consumer purchase intention.

H4d: Flow experience mediates the relationship between model expressiveness and consumer purchase intention.

H4e: Flow experience mediates the effect of video editing on consumer purchase intention.

Materials and methods

This research focuses on the visual marketing of online outfit short videos, examining how five elements color coordination, style presentation, background consistency, model expressiveness, and video editing affect consumers' flow experience, sense of presence, and purchase intention, and clarifying the mediating roles of flow and presence. It also provides optimization strategies to help clothing brands match target audiences' visual preferences and improve marketing conversion efficiency.

This research constructs and validates a model linking visual stimuli to psychological states to purchase intention, filling a theoretical gap in visual marketing in dynamic e-commerce environments.

1. Measurement

All variables were measured using 5-point Likert scales, adapted from validated instruments.

The target population of this study is Chinese consumers who have watched online outfit short videos (focusing on clothing matching) on platforms including TikTok, Xiaohongshu, and Taobao Live, regardless of their purchase history. The target population must meet two defining criteria: having watched online outfit short videos at least once in the past three months and being aged 18 and above (to ensure valid consent and decision-making capacity).

A convenience sampling method with quota control was adopted. Questionnaires were distributed through the online platform "Wenjuanxing" from March to April 2025. The sample quota setting primarily referenced the demographic characteristics of short video users reported in the "55th Statistical Report on Internet Development in China" by the China Internet Network Information Center (CNNIC) and the "China Short Video User Behavior Insight Report" published by iResearch (2024). Specific quota controls included: gender (aiming for a ratio close to 1:1, actual sample female proportion 56.92%), age (ensuring the core 19–35 age group accounted for over 55%, actual sample 55.32%), and city tier (ensuring users from first-

tier and new first-tier cities accounted for no less than 50%, actual sample 53.28%), aiming to align the sample structure with the general characteristics of outfit short video viewers. The sample included fashion-related communities on Xiaohongshu and TikTok (e.g., “OOTD sharing groups” and “outfit short video enthusiast groups”), user panels of Taobao clothing stores (invited via in-app messages), and student groups and corporate internal communication channels to ensure demographic diversity.

A total of 500 questionnaires were distributed, with 472 collected (response rate: 94.4%). After excluding invalid samples (e.g., incomplete responses, inconsistent answers), 441 valid questionnaires remained (valid rate: 93.43%). The final sample size meets the requirements for structural equation modeling (Hair et al., 2010), which specify that the sample size should be at least 10 times the number of observed variables (this study includes 32 observed variables; $441 \geq 320$).

2. Analysis Method

This questionnaire survey and analysis will use SPSS 26.0 and AMOS 24.0 to process the data and test the models comprehensively.

During the preliminary research phase, we conducted reliability and validity tests on the questionnaire using SPSS 26.0. For reliability assessment, Cronbach’s alpha was used to evaluate the scale’s internal consistency. Items with low reliability were identified and adjusted or removed based on changes in the coefficients after item deletion. Regarding validity testing, we first used KMO and Bartlett’s test of sphericity to assess the suitability of the data for factor analysis. Subsequently, an exploratory factor analysis was performed to examine item correlations, followed by analysis of the rotated factor loadings and item communalities. Items meeting the criteria were retained to ensure their representativeness of latent variables, ultimately resulting in a finalized questionnaire.

Results

1. Descriptive Statistics of Variables

Color matching: The aesthetic appeal, harmony, and alignment with personality significantly influence purchasing intentions. These findings collectively reveal strong influences of color aesthetics, harmony, and personality alignment on purchasing decisions, with most survey participants showing high acceptance of color schemes.

Clothing style presentation: Short video fashion presentations significantly influence consumers' purchase intentions. The respondents generally praised intuitive display, clear details, diverse angles, and dynamic display, which positively influenced purchase intention.

Background consistency: Background consistency in online outfit short videos significantly influences consumers' purchase intentions. A well-designed background can enhance purchase intention, while an inappropriate background may negatively affect purchase desire.

Model expressiveness: The presence of short-video influencers significantly influences consumer purchasing decisions. The appearance, figure, vividness, and diversity of model display modes significantly impact consumers' purchasing decisions. The expressiveness of models can effectively enhance the attractiveness of clothes, thus increasing the desire to buy.

Video editing effects: Video editing significantly influences consumers' purchase intentions.

Flow experience: Short video viewing significantly influences consumers' purchase intention. The flow experience of watching short videos, including pleasant mood, sense of focus, sense of time passing, and immersion, can effectively improve consumers' purchase intention.

Sense of presence: It significantly influences consumers' purchase intention. All aspects of presence, such as immersive experience, clear presentation of details, attractive atmosphere, and emotional resonance, can significantly increase consumer purchase intention.

Consumer purchase intention: Video demonstrations and experiences significantly influence consumers' purchase intentions. The impact of short-form video content on purchase intention is highly significant. Videos can effectively enhance consumers' desire to buy and encourage them to recommend the product to others.

3. Correlation Analysis

Using consumers' purchase intention as the dependent variable and other variables as independent factors, a Pearson correlation analysis was conducted to evaluate pairwise relationships. As shown in Table 1, all dimensions demonstrated statistically significant positive correlations with color coordination, clothing style presentation, background consistency, model expressiveness, video editing quality, flow experience, and sense of presence ($p < 0.01$).

Notably, all correlation coefficients remained positive, confirming that these elements exert statistically significant positive influences on consumers' purchasing intentions.

Table 1: Pearson Correlation Coefficients Among All Study Variables (N = 441)

Variable	1	2	3	4	5	6	7	8
1. Consumer Purchase Intention	1							
2. Color Matching	0.509**	1						
3. Clothing Style Presentation	0.479**	0.325**	1					
4. Background Consistency	0.604**	0.549**	0.555**	1				
5. Model Expressiveness	0.473**	0.354**	0.395**	0.496**	1			
6. Video Editing Effects	0.471**	0.311**	0.284**	0.466**	0.335*	1		
7. Flow Experience	0.577**	0.572**	0.466**	0.605**	0.490*	0.445*	1	
8. Sense of Presence	0.527**	0.461**	0.419**	0.543**	0.461*	0.411*	0.474**	1

Note. * $p < 0.05$, ** $p < 0.01$ (two-tailed).

4. Structural Equation Modeling

4.1 Model Construction

The model relationships among color matching, clothing style presentation, background consistency, model expressiveness, video editing effect, flow experience, sense of presence, and purchase intention are shown in Figure 2 using a structural equation model.

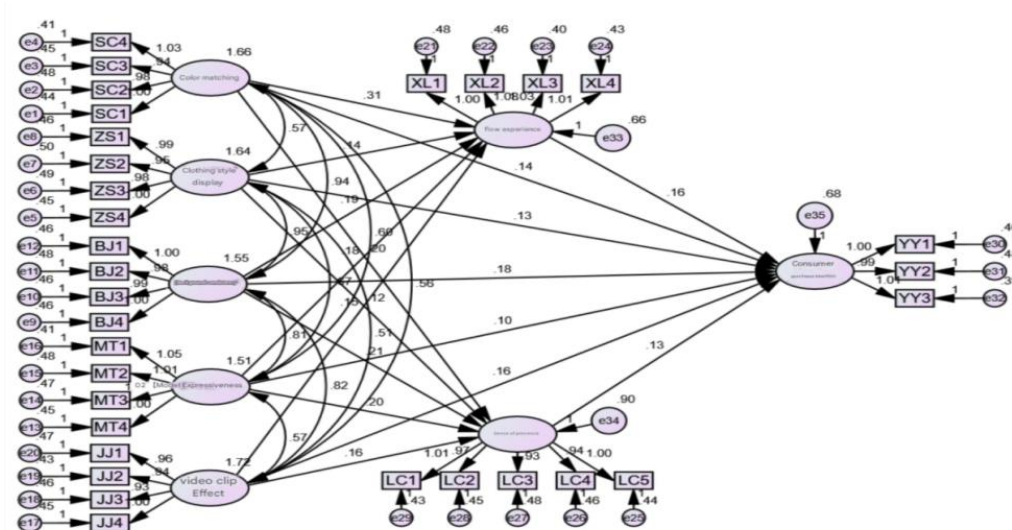


Figure 2: The Result of the Structural Equation Model

4.2 Model Fitting

The standard and actual values of the model fitting indicators are shown in Table 2. As indicated in the table, all actual values meet or exceed the adaptation criteria (adaptation criteria references: Hair et al., 2010; Wu Minglong, 2010), demonstrating good overall model fit. In terms of absolute fit, the CMIN/df, GFI, AGFI, and RMSEA values remain within ideal ranges, indicating that the models effectively capture the data structure. Regarding relative fit metrics, IFI, TLI, and CFI all exceed 0.9, indicating superior fit and strong explanatory power for the data relationships. Additionally, in terms of parsimonious fit, PNFI and PCFI maintain significantly higher actual values than 0.5, demonstrating both high fitting accuracy and effective simplification.

Table 2: Model Fitting Indices

Dimension	Index	Criterion	Actual Value	Result
Absolute Fit	CMIN/df	< 3	1.102	Ideal
	GFI	> 0.80	0.938	Ideal
	AGFI	> 0.80	0.925	Ideal
	RMSEA	< 0.08	0.015	Ideal
Relative Fitness	IFI	> 0.80	0.997	Ideal
	TLI	> 0.80	0.996	Ideal

Dimension	Index	Criterion	Actual Value	Result
Streamline Adaptability	CFI	> 0.80	0.997	Ideal
	PNFI	> 0.5	0.850	Ideal
	PCFI	> 0.5	0.878	Ideal

In general, the comprehensive performance of the model in the three dimensions of absolute fitness, relative fitness, and simplified fitness all reached an ideal level, which could reflect the data characteristics well and support subsequent analysis.

Discussion and Conclusion

This study systematically explores the influence mechanism of online clothing short video visual marketing on consumers' purchase intention, and makes the following three theoretical contributions:

1. Enrich the Theoretical System of Online Visual Marketing

Existing studies predominantly focus on the impact of single visual elements (such as color schemes and model imagery) on consumer behavior, and lack systematic integration of visual marketing elements in short-video contexts. Through literature review and empirical validation, this study identifies five core visual marketing elements: color matching, clothing style presentation, background consistency, model expressiveness, and video editing effects. It constructs a visual marketing element framework specifically designed for online outfit short videos. This framework not only covers static visual features (color and background) but also incorporates dynamic visual elements (editing techniques and model movements), effectively addressing the traditional research's insufficient attention to "dynamic visual flow."

2. Expand the Application Boundary of the S-O-R Model

The S-O-R model, a classic framework in consumer behavior research, offers a powerful framework for explaining the logic of "external stimuli → psychological response → behavioral intention." However, existing studies have not sufficiently explored the psychological mechanisms underlying the "organism (O)" component. Building upon the S-O-R model (Mehrabian & Russell, 1974), this study innovatively introduces flow experience and sense of presence as dual core variables for the organism, constructing an extended model of "visual stimulus (S)–dual psychological mechanisms (O)–purchase intention (R)." Empirical evidence confirms the synergistic interaction between these two mediating variables.

3. Deepen the Application of Consumer Behavior Theory in Short Video Scenarios

As an emerging consumption paradigm, short videos exhibit distinct “fragmented” and “visual” characteristics that differ markedly from those of traditional e-commerce, necessitating an exploration of consumer behavior patterns. By analyzing the mediating roles of flow experience and sense of presence, this study reveals the decision-making logic of consumers in short-video scenarios: visual elements reduce information-processing costs and enhance purchase intention by triggering “pleasurable immersion” and “scenario immersion.” This finding contrasts with the “cognitive-driven” decision-making logic (e.g., price comparison, feature evaluation) prevalent in traditional e-commerce (Shi Wenqi et al., 2021), thereby enriching the application of consumer behavior theory in emerging contexts.

Conclusion

This study utilizes online outfit short videos as a scholarly vehicle to explore the intersection of visual marketing and consumer digital well-being. Grounded in the Stimulus–Organism–Response (S-O-R) framework, a theoretical model was established to examine the path from “Visual Marketing Elements” to “Purchase Intention” through the essential psychological mediators of Flow Experience and Sense of Presence. Through systematic literature review, rigorous questionnaire surveys (N = 441), and empirical analysis using SEM, the research validated the significant influence of five visual stimuli: color coordination, clothing style presentation, background consistency, model expressiveness, and video editing effects.

The findings confirm that visual marketing in short-video commerce serves as more than a transactional tool; it is an aesthetic stimulus that enhances consumers’ quality of life in the digital realm. By optimizing color harmony, immersive storytelling, and expressive modeling, brands can facilitate a “Flow State,” a psychological condition characterized by deep absorption and enjoyment, thereby reducing daily stress and increasing overall life satisfaction throughout the consumer journey.

In conclusion, this research contributes to the QoL literature by demonstrating how high-quality digital content can transform routine e-commerce interactions into meaningful, positive psychological experiences. The study provides actionable guidance for the apparel industry to shift from purely profit-driven marketing toward well-being-centric strategies, ensuring that technological advancements in short-video platforms contribute to a more satisfying and harmonious digital lifestyle for global consumers.

Recommendations

Based on the empirical findings, the following recommendations are offered for apparel brands, content creators, and platforms:

1. Because all five visual elements significantly raised purchase intention, brands should treat color matching, clothing style presentation, background consistency, model expressiveness, and video editing as an integrated visual system rather than optimizing any single element in isolation, with particular attention to background consistency, which showed the strongest correlation with purchase intention.

2. Since flow experience and sense of presence partially mediated the effects, creators should design videos to foster immersion—through coherent scene–style storytelling, smooth editing rhythm, and expressive modeling—so that viewers experience cognitive absorption and a feeling of “being there” rather than passive viewing.

3. From a quality-of-life perspective, brands should adopt well-being-centric content strategies that deliver aesthetically pleasing “micro-moments” of enjoyment, balancing persuasion with genuine viewer value to build durable, positive consumer relationships.

4. Future research should test the model across other product categories and platforms, incorporate behavioral or eye-tracking data to complement self-reports, and examine cultural and generational differences in visual preferences to extend the generalizability of these findings.

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