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Product involvement as a moderator: Linking online social interaction toward hotel booking intentions in shopping commerce

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Abstract

With the rapid development of e-commerce and social media, online social interaction has become an important factor affecting consumer purchasing decisions. The objectives of this research were, 1) Explore the direct impact of online social interaction on consumers' hotel booking decisions. 2) To investigate how different customer groups by age, education, level of tech proficiency react to social contact and product involvement. And 3) To examine the moderating role of product involvement between online social interaction and consumers' hotel booking decisions in Chinese Live streaming Commerce. This quantitative investigation used a questionnaire to collect data from 398 live streaming commerce consumers in China. Analyze data using percentages, means, variance, and standard deviations. For hypothesis. Testing was performed used correlation and regression analysis. The research results indicate that online social interaction significantly affects consumers' hotel booking intention, ($R^2 = 0.414$) and product involvement plays a moderating role ($R^2 = 0.492$) in this effect via online social interaction and consumers' hotel booking intentions. When the degree of product involvement is high, the impact of online social interaction on purchase intention is more significant. This study enriches existing theoretical models and deepens the understanding of consumer behavior, provides empirical evidence for enterprises to formulate marketing strategies. By strengthening online social interaction and appropriately increasing consumer involvement, businesses can effectively enhance customers' hotel booking decisions.

Keywords: Customers' hotel booking decisions, Hotel booking purchase, Live steaming, Product involvement degree, Social interaction.

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1. Introduction

Today, the online success of companies and brands depends largely on their ability to effectively use social networks, especially mobile social networks, to increase consumer engagement and convert these consumers into loyal promoters of the brand [1]. This shift not only directly contributes to the increase in brand awareness, but also has a positive impact on the revenue growth of the online trading market. Studying how online social interactions affect consumers' purchasing intentions is the key to the innovative development of e-commerce companies. A deep understanding of this mechanism will help companies formulate strategies more accurately to attract and cultivate loyal supporters of the brand and stay ahead in the competitive market. In the era of online social networking, companies must constantly innovate and adjust their marketing strategies to adapt to and seize the opportunities brought about by this change in order to achieve sustainable development [2]. In addition, social networks also provide companies with a platform for direct interaction with consumers, through which companies can obtain timely consumer feedback and use it to improve products and services and enhance consumer experience. By analyzing this feedback data, companies can better understand consumer needs and predict market trends, thereby gaining advantages in product development and market strategies.

With the rapid development of Internet technology, online social platforms have been deeply integrated into every aspect of modern people's lives. Whether it is social media, online communication communities, or interactive functions on e-commerce platforms, online social interaction has become an indispensable part of consumers' daily lives [3]. In this context, it becomes increasingly important to study the impact of online social interactions on consumer behavior. Online social interactions have not only changed the way consumers obtain information, but also redefined their shopping experience and decision-making process. Currently, more and more companies are incorporating social elements into their marketing strategies, hoping to enhance consumer engagement and loyalty through online interactions. Numerous studies have shown that online social interactions have a significant promoting effect on consumers' purchasing intention. Specifically, positive social interactions can enhance consumers' awareness and favorability of a brand, thereby increasing their willingness to purchase. However, most existing studies focus on the direct impact of interaction itself on purchase intention.

Online social interaction is of great significance to both enterprises and consumers. For enterprises, interacting with consumers through online platforms can not only enhance brand awareness and reputation, but also directly affect sales performance. In addition, active interaction with consumers can also provide valuable market feedback to help enterprises improve and innovate their products. For consumers, online social interaction can not only provide rich product information and usage experience, but also help them make more informed purchasing decisions through the evaluation and suggestions of others. Therefore, understanding how online social interaction affects consumers' purchasing intention is of great significance for optimizing the marketing strategy of enterprises and improving consumers' shopping experience.

The objective of this research is to investigate how product involvement influences the impact of online social interaction on customers' hotel booking decisions. It specifically looks into whether consumers with high or low involvement in the hotel booking process react differently to social cues such as user reviews, social sharing, and online communications.

The Identified Research Gaps 1) Limited Knowledge of Mechanisms of Social Interaction, The specific ways that various online interactions (such as the quantity vs the quality of reviews) influence purchase intentions in hotel booking scenarios have not been fully explored in previous research. 2) Insufficient Attention to Dynamic Changes Few studies have looked at how social engagement and product involvement change over time, particularly as digital platforms and user habits change. 3) Ignored Variations in Consumers, the majority of research ignores the differences in how different customer groups (by age or level of tech proficiency, for example) react to social contact and product involvement. 4) The competitive environment is neglected, not enough research has been done on how social connection, product involvement, and consumer decisions are impacted by competition among hotel booking apps.

1.1. Research objectives

1. Explore the direct impact of online social interaction on consumers' hotel booking decisions in Chinese Live Broadcast Commerce.
2. To investigate how different customer groups by age, education, level of tech proficiency react to social interaction and product involvement.

To examine the moderating role of product involvement between online social interaction and consumers' hotel booking decisions in Chinese Live Broadcast Commerce.

2. Literature Review

Based on SOR Theory [4]. Theory of planned behavior and Consumer Experience Theory [5] and Hirschman [6]

1. A study on the Online Social Interaction impact consumers' hotel booking decisions in Chinese Live Broadcast Commerce.

This concept of social interaction refers to the response of others based on a person's social behavior. This process is not just a single individual action, but an interactive activity that conveys information through multiple channels such as language and action [7]. Through in-depth research on social interaction, we can better understand the subtle relationship between individual behavior and social phenomena, and help society more effectively respond to the challenges and opportunities of the information age.

Finally, Online social interaction refers to the interactive activities between individuals, individuals and groups, and groups and groups in the virtual Internet world to meet certain needs, including online information interaction and online interpersonal (emotional) interaction.

In recent years, many scholars have conducted in-depth research on the impact of online social interaction on individual and social behavior by using a variety of research methods such as empirical research, survey research, theoretical analysis, and case studies. Initially, through empirical research, scholars revealed the significant role of social interaction in many areas. For example, Cai [8] research showed that social interaction in virtual brand communities has a significant impact on value co-creation behavior; while Chen [9] pointed out that social interaction has a significant impact on residents' consumption through demonstration effect and cognitive effect; furthermore, Tang [10] proved that the online social interaction of giant panda fans significantly increased their willingness to travel; finally, Huo, et al. [11] found that in live streaming commerce, relational social interaction has an asymmetric impact on consumers' reward behavior and purchasing behavior. In addition, through surveys and research, researchers revealed the complex relationship between online social interactions and individual psychological states and behaviors. For example, Luo [12] pointed out that the use of short videos significantly increased the frequency of social interactions among the elderly in rural areas; Nicholas, et al. [13] revealed that there is a negative correlation between social anxiety and online social interaction, which means that the higher the level of social anxiety, the less online social interaction;

In summary, online social interaction, as a form of multi-subject interaction, has become an important social interaction model in the Internet era. It can not only bring useful information and resources, but also reflect the close connection between social structure and individual behavior through complex interactive relationships. Therefore, in-depth exploration of online social interaction behavior and its impact on consumer decision-making is of great practical significance for understanding consumer behavior in modern society and formulating effective marketing strategies.

H₁: Online social interaction has a significant impact on consumer purchase intention

2. A Study on the moderating role of Product involvement effect on online social interaction and consumer purchase intention

Product involvement refers to the regular investment level of an individual in a specific product. Bloch [14] also described product involvement, believing that it is a reflection of the importance of the product to consumers. In Zaichkowsky [15] further elaborated on this concept, believing that product involvement is the degree of connection between an individual and a specific product, and he developed a scale to measure product involvement based on this. Generally, high product involvement commodities are characterized by high prices and high risks, and the degree of consumer product involvement in these commodities is a key indicator during the consumption process. High product involvement products generally include electronic products, medicines, etc., while low product involvement products are mostly beverages, fast fashion clothing, etc. In summary Product involvement refers to the degree of attention a consumer pays to a particular product.

Consumer purchase intention was influenced by evaluation, attitude and other perceptual factors and played a significant role in predicting consumer behavior [16]. In addition, purchase intention is considered to include consumers' attitudes toward a product or service and the possibility of actual purchase behavior, reflecting the subjective trend of consumption [17]. In summary, Consumer purchasing intention (willingness to shop online) refers to the possibility of purchasing products or services when consumers receive external information or stimulation.

Product involvement plays an important role in consumer behavior research and has been introduced by many scholars into the research of online reviews and e-commerce to explore its key role in the consumer decision-making process. Product involvement usually refers to the consumer's interest and attention to a particular product, which is manifested in the time and energy the consumer invests in the purchasing decision process. Consumers with high product involvement usually pay more attention to product details and quality information, while consumers with low product involvement may rely more on simple cognitive cues and emotional drives. Zhu, et al. [18] and other scholars used the elaboration likelihood model (ELM) to study the impact mechanism of online review information quality on consumer purchase intention. The study pointed out that the specific path and effect of online review information quality in influencing consumer decision-making will be moderated by the consumer's product involvement. Specifically, in the context of high product involvement, consumers will pay more attention to the professionalism and details of reviews, so high-quality reviews can significantly increase their purchase intention. On the contrary, consumers with low product involvement usually do not conduct in-depth analysis of the review content, and the quality of the review has relatively little impact on their purchase intention. Wei and Huang [19] also reached a similar conclusion. He used experimental methods to verify the differential impact of online review quality on consumers' purchasing intention in the context of different product involvement. The study found that when product involvement is high, consumers are more easily influenced by the quality of online reviews and show a stronger willingness to buy. In contrast, for consumers with low product involvement, the quality of online reviews has a limited impact on their purchasing decisions. This result shows that product involvement not only has a regulatory effect on consumers' attention allocation, but also directly affects the depth and breadth of their information processing.

Wang [20] studied the moderating role of product involvement in the impact of marketing content on consumer purchasing intention from another perspective. His research shows that product involvement also reflects consumers' cognitive load and information processing ability to some extent. In a high-product involvement situation, consumers usually already have relatively rich product knowledge and clear demands, so the marginal impact of external marketing stimuli on their purchasing intention is relatively low. In contrast, in low-product involvement situations, consumers have relatively little knowledge and understanding of the product and are more easily influenced by external marketing information, thus showing a more significant purchase intention. In summary, product involvement, as an important

moderating variable, has significant differences in its impact mechanism on consumers' purchase intention in different situations. Therefore, introducing product involvement into the study of the impact of online social interaction on consumer purchasing intention has important theoretical and practical value. Specifically, this paper intends to use product involvement as a moderating variable and systematically explore its moderating effect on consumers' purchase intention under different forms of online social interaction. By analyzing the differences in purchase intention between consumers with high product involvement and consumers with low product involvement when participating in online social interactions, this study hopes to further reveal the actual effects of online social interactions under different product involvement backgrounds, and thus provide more precise guidance for the formulation of brand marketing strategies. A study of Prince [21] on the Domestic Product Involvement and Consumer Willingness to Buy Domestic Products: Empirical Testing of a Cognitive Consistency Theory Framework. This study investigates biases affecting domestic products willingness to buy (WTB). An interdisciplinary perspective uses the cognitive consistency theory as the framework for the development of a new model. The model includes domestic product involvement (DPI). The impact on WTB is predicted by consumer ethnocentrism, and product judgment, driven by DPI are tested with survey data from an adult sample of 255 UK consumers. The study concludes with observations about the value of research findings for marketing practice.

This paper plans to introduce product involvement as a moderating variable to analyze in detail the moderating role of online social interaction in the impact of consumer purchase intention. It is hoped that through this multi-dimensional study, the complex relationship between online social interaction, product involvement and consumer purchase intention can be fully revealed, providing valuable reference for academia and practice.

H₂: The Moderating role of product involvement effect on online social interaction and consumer purchase intention

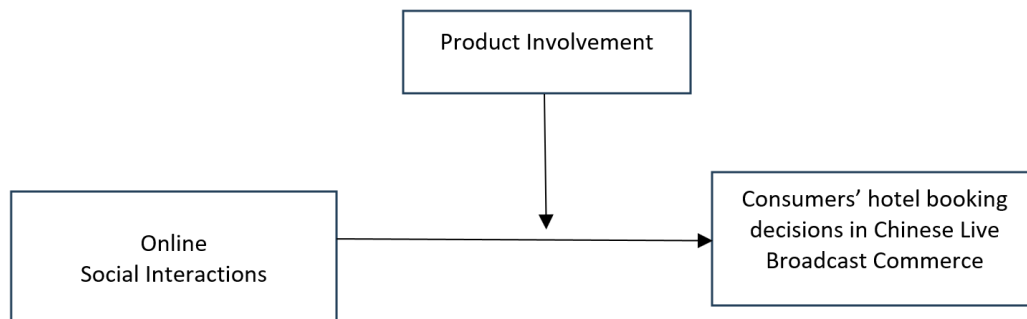


Figure 1.
Conceptual model.

3. Research Methods

The research subjects of this study are mainly consumers who are active on major online hotel booking e-commerce. Specifically, the following categories of users: 1) Social media users such as WeChat, Hotel's web, Phone and Google map, 2) E-commerce platform users, such as Ctrip, Qunar, Tongcheng, Meituan, Fliggy and Dianping 3) Consumers of different age groups, 4) Consumers of different genders 5) Consumers of different occupations and income levels

Reliability refers to the reliability of the measurement tool, which is usually measured by Cronbach's Alpha coefficient. KMO and Bartlett sphericity tests are required. The KMO value is used to compare the simple and partial correlation coefficients between research variables, ranging from 0 to 1. In addition, the Bartlett sphericity test value also reflects the correlation between variables. When the KMO value exceeds 0.7, the Bartlett test value is large and $P < 0.05$, the sample data is suitable for factor analysis.

Table 1.
Reliability, KMO and factor loading.

No.	Question	Cronbach's Alpha	KMO	Loading
OSI1	When I am interested in other people's answers, live post and other interactive reactions, I will praise them.	0.853	0.788	0.740
OSI 2	Compared to users who are completely new to me, I pay more attention to the dynamics of users who have liked me.			0.784
OSI 3	When I think other people's answers and updates are valuable, I will like them to show my approval.			0.750
OSI 4	I am willing to follow other users' sad or happy stories			0.703
OSI 5	When I'm interested in other people's answers and dynamics, I go to the comments below.			0.742
OSI 6	Compared with strangers, I pay more attention to the updates, questions or answers of users who have commented on me.			0.712
OSI 7	If I see useful information, I will share it with other friends on the platform			0.789
OSI 8	I am willing to respond positively to comments on my answers, dynamics and other content.			0.752
PI1	I think the online information show are useful to me.	0.914	0.851	0.764
PI2	If I want to buy this product, I will search for a lot of information before making a decision.			0.745
PI3	I will think carefully before deciding whether to buy			0.840
CPI1	I will to buy products recommended by online users.	0.864	0.828	0.79
CPI 2	I will buy products recommended by online users			0.844
CPI 3	I will recommend others to buy products recommended by online users.			0.775
Total			0.788	

4. Results

4.1. General Information

Table 2.
Descriptive statistical analysis of samples (N= 398).

Property	Category	Number of people	Proportion (%)
Gender	Male	165	41.46
	Female	233	58.54
Age	Under 18 years old	39	9.80
	18-25 years old	120	30.15
	26-30 years old	79	19.85
	31-40 years old	80	20.10
	41-50 years old	55	13.82
	Over 50 years old	25	6.28
Marital status	Unmarried	207	52.01
	Married	191	47.99
Education	High school or below	159	39.94
	College	100	25.13
	Undergraduate	79	19.85
	Master degree and above	60	15.08
Occupational	Current Students	79	19.85
	Company employees	159	39.94
	Self-employed / freelancer	48	12.06
	Government agency / institution staff	72	18.09
	other	40	10.06
Income	Below 2000 yuan	48	12.06
	2001-4000	96	24.12
	4001-6000	119	29.90
	6001-10000	80	20.10
	10,000 yuan or more	55	13.82

According to the table, there are significantly more women than men among the respondents when looking at the gender distribution. Specifically, women made up 58.54% and men 41.46%. The age distribution indicates that most of the respondents are under 30. Nearly 60% (59.80%) of the respondents were under the age of 18, with 9.80% falling beneath this age group, 30.15% falling between 18 and 25, and 19.85% falling between 26 and 30. Regarding marital status, 52.01% of respondents were unmarried, whereas 47.99% of respondents were married. 39.94% of respondents had less than a high school degree, 25.13% were enrolled in college, 19.85% were undergraduates, and 15.08% held a master's degree.

In terms of occupational distribution, company employees make up the largest occupational category, accounting for 39.94%, followed by students at 19.85%. Self-employed/freelancers account for 12.06%, government employees/institutions for 18.09%, and other occupations for 10.06%. This broad occupational background can provide multifaceted data support for the investigation. In terms of income, 12.06% of respondents earned less than 2000 yuan, 24.12% earned between 2001 and 4000 yuan, 29.90% earned between 400 and 6000 yuan, 20.10% earned between 6001 and 10000 yuan, and 13.82% earned more than 10000 yuan. The income distribution is relatively balanced, with middle and high-income people (more than 4001 yuan) accounting for roughly 66%, suggesting that the studied consumer group has some purchasing power.

4.1.1. Difference Analysis

This section mainly discusses the impact of respondents' gender, age, and education level on purchase intention.

Table 3.

Analysis of gender differences in various research variables and dimensions.

	Gender	N	M	SD	t	p
Purchase intention	Male	165	3.8901	0.76602	0.123	0.899
	Female	233	3.8815	0.77894		
Analysis of differences in Age and marital status						
variable	Age	N	M	SD	F	P
Purchase intention	Under 18 years old	39	3.7639	1.06985	0.926	0.432
	18-25 years old	120	3.8836	0.76452		
	26-30 years old	79	3.7492	0.75472		
	31-40 years old	80	3.7936	0.94949		
	41-50 years old	55	3.8038	0.7412		
	Over 50 years old	25	3.7306	0.8315		
Purchase intention	Unmarried	207	3.9527	1.0629	0.48	0.694
	Married	191	3.8756	0.9016		

From the above table, there is no significant difference in purchasing intention among consumers with different marital status

4.1.2. Correlation Analysis

Table 4.

Correlation analysis

	1	2	3
1 Social interaction	1		
3. Degree of product involvement	0.281 **	1	
4 Purchase intention	0.359 **	0.219 **	1

The correlation coefficient between online social interaction and purchase intention is 0.359, which further shows that information interaction has a greater influence on purchase intention. The correlation coefficient between product involvement and purchase intention is 0.219, and the correlation is significant, indicating that users' product involvement will affect their purchase decisions to a certain extent. In conclusion, the significant positive correlation between the variables presented in this table shows that online social interaction, and product involvement all have a positive effect on enhancing consumer' purchase intention. the higher the product involvement and purchase intention of users. Therefore, by strengthening users' online socail interaction, products can effectively enhance users' participation and purchase intention.

4.2. Data Analysis

4.2.1. Regression Analysis

Table 5.
Regression analysis of interactional fairness on psychological empowerment.

	Variable	Purchase intention		
		M1	M2	M3
S1	Gender	0.027	0.046	0.049
	Age	0.029	0.052	0.047
	Marital status	0.033	0.028	0.019
	Education	0.210 ***	0.169***	0.163 ***
	Profession	0.026	0.008	0.0076
	income	0.106*	0.047*	0.043*
S2	Social Interaction		0.425 ***	
	F	13.383***	62.841 ***	67.208***
	R ²	0.110	0.404	0.412
	ΔR^2	0.101	0.294	0.408

Note: ***p < 0.001 ; **p < 0.01 ; *p < 0.05.

This regression analysis table shows the influence of different variables on purchase intention. In model M1, basic variables such as gender, age, marital status, education level, occupation and income are included. Education level (0.210***) has a significant positive influence at the significance level of 0.001. Income (0.106*) has a significant positive influence at the significance level of 0.05. These variables explain 11.0% of purchase intention ($R^2 = 0.110$). The F value of this model is 13.383, and the significance level $p < 0.001$. The model is significant as a whole. Model M2 adds the social interaction variable (S2) on the basis of M1. Among them, education level (0.169***) still has a significant positive influence at the significance level of 0.001, but the influence is slightly weakened. The significance of income (0.047*) has decreased and the influence is weakened. Social interaction (0.425***) has a significant positive influence at the significance level of 0.001, indicating that social interaction has a strong positive influence on purchase intention. These variables altogether explain 40.4% of purchase intention ($R^2 = 0.404$), and the explanatory power is greatly improved. The F value of this model is 62.827, and the significance level $p < 0.001$. The model is significant as a whole, so hypothesis H1 is established. Model M3 adds emotional interaction and information interaction variables (S3) on the basis of M1. The influence of education level (0.163***) is slightly enhanced and still has a significant positive influence at the significance level of 0.001. The significance of income (0.043*) has decreased and the influence is further weakened. Emotional interaction (0.122*) has a significant positive influence at the significance level of 0.05, indicating that emotional interaction has a positive influence on purchase intention, indicating that hypothesis H1a is established. Information interaction (0.76*) has a significant positive influence at the significance level of 0.05, indicating that information interaction has a positive influence on purchase intention, indicating that hypothesis H1b is established. These variables altogether explain 41.2% of purchase intention ($R^2 = 0.412$), and the explanatory power is slightly increased. In all models, education level has a significant positive influence on purchase intention, indicating that people with higher education levels are more likely to show stronger purchase intention in online shopping. This may be because people with higher education levels usually have higher information collection and processing abilities, and have higher trust and acceptance of online shopping platforms. Social interaction is significant in M2 and has a strong positive influence on purchase intention. Social interaction may enhance purchase intention by enhancing users' social identity and satisfaction. In the M3 model, emotional interaction and information interaction both have significant positive influences on purchase intention, indicating that emotional and information exchanges have a certain positive role in enhancing purchase intention. Emotional interaction may meet users' emotional needs, while information interaction increases purchase intention by improving users' understanding and trust of products. In conclusion, this study shows the influence of different factors on online shopping purchase intention through regression analysis. It can be concluded that education level, online social interaction (emotional interaction and information interaction) are all important factors affecting purchase intention.

4.2.2. Moderation Effect Analysis

This research verifies the moderating effect of product involvement between social interaction and purchase intention. Its moderation model is a simple and commonly used moderation model, and the functional relationship satisfied is as follows: $Y = aX + bM + cXM + e$. The test of the moderation effect using linear regression in SPSS21 is generally divided into three steps: the first step is to put the dependent variable Y in, put the independent variable X in the first item of the independent variable item to establish model one, and analyze the influence of independent variable X on dependent variable Y ; the second step is to put the moderator variable in the second item of the independent variable item to establish model two; the third step is to put the interaction term (the product term of the centered independent variable and the moderator variable) in the third item of the independent variable item to obtain model three.

Table 6.

Regression Analysis of the Moderating Effect of Product involvement.

	Variable	M1	M2	M3
		Purchase intention	Purchase intention	Purchase intention
S1	Gender	0.0393	0.087	0.093
	Age	0.05	0.087	0.085
	Marital status	0.019	0.067	0.069
	Education	0.171***	0.158***	0.159***
	Profession	0.006	0.086	0.089
	Income	0.045*	0.170*	0.185*
S2	Online social interaction	0.414***	0.357***	0.349*
S3	Product involvement		0.512***	0.493*
S4	Interaction term			0.144*
	F	62.842***	76.885***	73.346***
	R ²	0.415	0.460	0.468
	ΔR^2	0.404	0.415	0.422

Note: ***p < 0.001 ; **p < 0.01 ; *p < 0.05.

In Model M1, gender, age, marital status, and occupation have no significant impact on purchase intention. Education, income, and social interaction have significant positive effects on purchase intention, among which the effect of social interaction is particularly significant and has a large coefficient (0.414). Product involvement was added in M2, and the results showed that product involvement had a significant positive impact on purchase intention, and the impact of social interaction was still significant, but the coefficient decreased slightly (0.357*** compared to 0.414*** in M1). The inclusion of product involvement shows its strong influence on purchase intention, indicating that the higher the consumer's product involvement, the higher their purchase intention. M3 adds the interaction term between social interaction and product involvement on the basis of M2, that is, considering the moderating effect of product involvement on the relationship between social interaction and purchase intention. The results show that the coefficient of the interaction term is 0.144 and is significant. The significant interaction term indicates that product involvement has a moderating effect on the relationship between social interaction and purchase intention. Although the coefficient of social interaction has decreased (0.349*), it is still significant, and the main effect of product involvement (0.493*) is still significant, which means that product involvement not only directly affects purchase intention, but also mediates the effect of social interaction on purchase intention. The research hypothesis H2 is established.

5. Conclusion

The conclusions of this paper are 1) Online social interactions significantly influence consumers' purchasing intention. 2) Product involvement plays a significant moderating role between online social interaction and consumer purchase intention. Based on the above conclusions, this study has certain guiding significance for enterprises and marketers in formulating online marketing strategies. When carrying out online marketing activities, enterprises should focus on enhancing interaction with consumers, especially for consumers with high product involvement, and provide rich interactive content through social media platforms, so as to effectively improve consumers' willingness to buy. At the same time, marketers should formulate differentiated marketing strategies for consumers with different degrees of product involvement to maximize the effectiveness of online social interaction.

6. Discussion

In this study, we explored the impact of online social interaction on consumer purchase intention and analyzed it using product involvement as a moderating variable. Through systematic data collection and rigorous statistical analysis, our research conclusions not only enriched the existing theoretical system, but also had important implications for actual marketing strategies.

1) First, the results show that online social interactions significantly impact on consumers' purchase intentions.

This is consistent with the literature in related fields, that is, online social platforms, as a new marketing tool, can enhance consumers' sense of participation and trust through interaction, thereby increasing their willingness to buy. For example, personalized recommendations, user reviews, and social sharing are all important forms of online social interaction, which can improve the efficiency of information dissemination and enhance user trust. Therefore, when designing online marketing strategies, companies should pay attention to and make full use of these forms of social interaction to maximize their marketing effectiveness.

This conclusion is consistent with the findings of many related literatures, indicating that in today's digital age, consumers' purchasing decisions are significantly influenced by social media, online reviews and other forms of online interaction. From a theoretical perspective, this is consistent with the SOR theory (stimulus-organism-response). Online social interactions, as external stimuli, can affect consumers' psychological states (such as emotions and cognition) and ultimately affect their behavioral responses (purchase intention). Specifically, through interactions on social media platforms, consumers can not only obtain more information about products, but also share usage experiences with other users, which to a certain extent enhances their purchasing confidence and willingness.

2) Second, this study found that product involvement played a significant moderating role between online social interaction and consumer purchase intention.

Specifically, consumers with high product involvement are more likely to be influenced by online social interactions, which in turn increases their purchase intention. This finding reveals an important marketing strategy: companies should consider consumer product involvement when designing online social interactions. For users with high product involvement, their willingness to buy can be further enhanced by increasing the frequency and depth of interaction; while for users with low product involvement, it is necessary to design interactive content that attracts their interest in a targeted manner to promote their purchase conversion.

When consumers have a high degree of product involvement in the product or service being discussed, the impact of online social interaction on their purchase intention is more significant. This can be explained by the fact that consumers with high product involvement are more inclined to rely on the opinions and suggestions of others in their purchasing decisions, and therefore they will attach more importance to the information in online social interactions. For consumers with low product involvement, since they pay less attention to products or services, online social interactions have relatively little impact on their purchasing intention.

In addition, the research results also suggest the importance of the diversity and richness of online social interactions on consumers' purchasing intentions. For example, emerging forms of social interaction, such as video interaction, live shopping, and virtual reality experience, can provide a richer and more immersive user experience, thereby significantly increasing consumers' willingness to buy. Companies should pay close attention to the application of these new technologies and explore their potential in actual marketing.

6.1. Recommendation Agenda

In the era of rapid digitalization, online social interactions have become a vital component of brand marketing, significantly influencing consumers' willingness to buy. Companies must adopt systematic, multidimensional strategies that enhance both information and emotional interactions while considering product involvement as a key moderating factor. Creating vibrant brand communities on platforms like social media, forums, and messaging apps encourages active user participation through real-time engagement, brand storytelling, and Q&A sessions, fostering deeper emotional connections. Simultaneously, providing accurate, engaging, and multimedia-rich content such as product tips, usage guides, and promotional updates enhances the quality of information interaction. Emotional resonance can be further strengthened through personalized services, user-generated content, and emotionally-driven brand narratives that build a sense of belonging and identity. Additionally, increasing product involvement through targeted promotions, interest-based marketing, and optimized content presentation helps attract consumer attention and reduce decision-making costs. By integrating these strategies, companies can improve consumer engagement and purchase intention while maintaining flexibility to adapt to evolving user needs and market competition.

6.2. Further Research

This study mainly explores the impact of online social interaction on consumers' purchasing intention, and uses product involvement as a moderating variable for analysis. Although we have drawn some meaningful conclusions through empirical research, there are still some aspects that need further research.

First, future research can consider more diverse ways of social interaction. In the modern Internet environment, social interaction methods are constantly evolving, such as live shopping and interactions on short video platforms. Therefore, exploring the specific impact of different forms of online social interaction on consumer behavior will help to deeply understand the complexity of different interaction modes on consumer purchasing decisions.

Secondly, more moderating variables can be introduced. In addition to product involvement, other moderating variables related to consumers have not been studied. Other variables may also play an important moderating role between social interaction and purchase intention. By introducing these variables, the consumer's purchase decision-making process can be more carefully portrayed, thereby providing theoretical support for companies to formulate more accurate marketing strategies.

Finally, the time dimension of the study is also worth further exploration. Most existing studies are cross-sectional studies, while longitudinal studies can better capture the dynamic changes in consumer behavior. Therefore, in the future, longitudinal studies can be designed to track consumers' social interactions and purchasing behaviors at different time points to observe their changing trends and reasons over time.

In summary, future research can be expanded and deepened in multiple aspects such as interaction methods, moderating variables, and time dimensions to provide a more comprehensive and in-depth understanding of the relationship between online social interaction and consumer purchasing behavior.

6.3. Research Contributions

This study has made a meaningful expansion at the theoretical level. Combining different theoretical models, such as SOR theory, consumer experience theory, and construal level theory, this study systematically analyzes the relationship between online social interaction and consumer purchase intention. By introducing the moderating variable of product involvement, this study reveals how individuals show different purchase intentions when facing different degrees of online social interaction due to their different degrees of product involvement, thus enriching the existing theoretical framework.

In terms of empirical research methods, this study provides solid research evidence by designing rigorous questionnaire surveys and data analysis methods. This not only verifies the validity of the theoretical hypothesis, but also

provides a methodological reference for similar studies in the future. In particular, our reliability and validity analysis provides strong support for the scientific nature of the questionnaire design.

In terms of practical application, the conclusions of this study have important guiding significance for the marketing strategies of enterprises. Understanding how online social interactions affect consumers' purchasing intentions and taking into account the variable of product involvement can help enterprises design and implement their online marketing activities more effectively. For example, enterprises can develop targeted social interaction strategies based on the level of consumer product involvement, thereby improving marketing effectiveness and consumer satisfaction.

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