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From Value Creation to Value Identification: A Study on Consumers' Purchase Intention in TikTok Mall

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Abstract— *This paper investigates the purchasing intent of users on the TikTok Mall and delves into the process from value creation to value identification. Through a survey of TikTok Mall users, consumer data was collected and analyzed. The findings indicate the following: Firstly, value creation does not significantly impact consumers' purchase intent on the TikTok Mall. Secondly, value creation generally exhibits a positive influence on value identification, with only collaborative R&D not significantly affecting functional identification and entertainment experience not significantly impacting price identification in this study. Thirdly, brand identification, price identification, and functional identification within value identification all notably enhance consumers' purchase intent, whereas psychological identification does not impact purchase intent. Lastly, in examining mediating effects, it was discovered that price identification acts as a mediator in the relationship between collaborative R&D and purchase intent, as well as between product innovation and purchase intent, while functional identification serves as a mediator in the relationship between entertainment experience and purchase intent, as well as between product innovation and purchase intent.*

Keywords— *Value Creation; Value Identification; TikTok Mall; Purchase Intention.*

I. INTRODUCTION

TikTok, as a social media platform, has captured the attention and recognition of consumers. Its e-commerce platform, TikTok Mall, provides users with a rich shopping experience and personalized recommendations, gradually becoming one of their primary shopping channels. In April 2022 alone, TikTok Mall's transaction volume grew by a staggering 6.6 times year-on-year. Furthermore, TikTok Mall has attracted a large number of merchants to join the platform, with over 180,000 new merchants earning over a million yuan annually, indicating the platform's provision of new growth opportunities for businesses. The development of TikTok and TikTok Mall has garnered significant attention from scholars. Liu, Wang, and Chen (2022) studied the consumption behavior characteristics of e-commerce users and the core needs of purchasing experience, aiming to enhance marketing decisions for live streaming e-commerce platforms. Teng (2020) explored how to enhance users' shopping intention on the platform using social media, demonstrating the effect of user identification with the platform and co-creation of value on their shopping intentions on social media. Diao (2023) conducted research on enhancing brand value based on the dissemination characteristics and advantages of TikTok. Li (2022) targeted TikTok e-commerce as interest-based e-commerce, emphasizing the important role of value creation in building the "TikTok Pay" system in influencing consumer purchasing decisions, especially in terms of brand identification and quality assurance. Additionally, scholars from other countries have also begun research on e-commerce platforms. Jain and Mishra (2018) conducted surveys based on individual interviews with actual users of luxury fashion brands, revealing that value is the most significant factor in purchase intention. Zheng, Ling, and Cho (2023) analyzed the significant positive impact of value identification on purchase intention from the perspective of social identity. Wang and Oh (2023) argued that the ability of consumers to sustain shopping is a fundamental factor for sustainable development. The research findings of scholars from different countries have enriched our understanding of the impact of value creation and value identification on purchase intentions, enabling an objective analysis of consumer demands and purchasing behavior.

The primary objective of this study is to investigate consumers' purchasing intentions in TikTok Mall and explore their value creation experience and value identification process in purchasing goods. The main contribution of this study lies in analyzing TikTok Mall users' value creation for products, value identification, and the relationship between these factors and purchase intent, providing new research cases for other scholars to continue exploring hot topics in e-commerce. Our research further enriches and expands existing literature.

Utilizing users' purchasing intentions, value creation, and value identification as latent variables, this study constructs a research framework to explain the impact of value creation and value identification on purchasing intentions. We employ research methods such as literature review and questionnaire surveys, as well as statistical tools like SPSS and Smart PLS to validate the model proposed in this study.

II. LITERATURE REVIEW

Value Creation

The process of value creation typically involved innovation, resource integration, efficiency enhancement, and customer satisfaction, aiming to better meet the needs of customers with products, services, or solutions, thereby bringing competitive advantage and profitability to the enterprise. Many scholars conducted research on value creation, often incorporating cases from social media, continuously enriched and developed the theory of value creation. Zhou and Li (2021) precisely positioned the brand based on the characteristics of the target user group and provided specialized products and services. Research indicated that value creation involved continually tracking and satisfying user needs, converting these needs into production efficiency, and achieving profitability through multiple channels such as advertising, live streaming, and e-commerce, thus enhancing the enterprise's value. According to

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Chen (2019), based on the theory of value co-creation, consumer roles shifted, with the experiential economy gradually becoming mainstream. Companies focused on enhancing customers' overall experiences, surpassing simple provision of goods or services. After enjoying the high-quality experience provided by the brand, consumers were more likely to be loyal to the brand, thereby driving brand asset growth. Gu, He, and Wu (2020) took TikTok as an example, focusing on value creation and analyzing the business operation model development of Chinese short video social platforms. The article explored how short videos attracted users in the context of value co-creation on social media, enhancing platform innovation potential, and deeply examined the expansion of value related to TikTok. This research provided significant reference value for exploring the purchase intentions of TikTok Mall users.

Value Identification

In the field of economics, value identification could be understood as the preferences and loyalty of consumers or individuals towards specific products, brands, or market behaviors. This form of value identification could influence the purchasing motives, consumption habits, brand choices, and consequently impact the entire economic structure and growth pattern of society. Chinese scholars often based their research on value identification on actual cases from Chinese social media, continuously enriched and developed the theoretical framework of value identification. Pan and Lin (2022) placed consumers at the center, oriented towards customer needs, and achieved the enterprise's revenue goals through the sale of goods, enhancing customer perceived value and increasing repeat purchases. Wang (2022) utilized traffic algorithms to promote live streaming ecology, reconfigured content recommendation algorithms and traffic distribution models, formally establishing three e-commerce models: live streaming, short videos, and shelf e-commerce, ultimately enhancing consumer loyalty to the platform and platform merchants, maintaining platform traffic. Additionally, Toscher (2021) explored service-dominant logic (S-D logic) and value co-creation in marketing, discussing the service-dominant logic of music marketing on the TikTok platform, including personalized music recommendations and creator service models, providing new business models and opportunities for music marketing. Of course, some scholars in the academic community considered value identification as a concept of applied conditioned reflex, combining existing cognition with repeated conditioned stimuli to form value identification, allowing value identification to objectively exist in the minds of consumers, triggering the bandwagon effect and driving consumer purchasing desires through brand marketing.

Purchase Intention

Purchase intention reflected the degree of consumers' preferences for a particular product or service, as well as their intention to pay the corresponding price to satisfy a certain need or desire. Several main theoretical frameworks were as follows. Firstly, the Elaboration Likelihood Model posited that purchasing intentions were related to individuals' cognitive processing styles. Based on the varying degrees of individual thought given to information, it could be categorized into central route and peripheral route. Regarding the formation of purchasing intentions, if individuals engaged in comprehensive and in-depth thinking predominantly through the central route during the purchase decision-making process, then the intentions to purchase would be stronger. Secondly, the Expectancy-Value Theory suggested that purchasing intentions were influenced by individuals' expectations of the anticipated effects of the purchasing behavior and their value judgments. Individuals would consider the expected effects and value judgments when making purchase decisions, and if the expected effects were high and the value judgments were positive, the intentions to purchase would increase. Thirdly, the Social Identity Theory proposed that purchasing intentions were influenced by the degree of individuals' identification with a particular social group. Individuals wished to strengthen their relationship with a specific social group by purchasing a particular product or service, thereby enhancing their social identity and consequently affecting their intentions to purchase. Fourthly, the Theory of Planned Behavior asserted that individuals' behavioral intentions encompassed attitude, subjective norms, and perceived behavioral control as three factors. These factors would influence the intentions to purchase through individuals' attitudes towards purchasing behavior, others' expectations, and evaluations of their own behavioral control capabilities. These theories offered different perspectives in explaining the mechanisms of purchasing intentions, which could assist businesses in analyzing and predicting consumer purchasing behavior and developing corresponding marketing strategies.

III. Research Framework

Research Hypotheses

Herrera (2021) posited that the role of value identification influenced a company's image, by presenting a dynamic model-based analysis, in assessing strategic alternatives for brand image, to support small and medium-sized enterprises in the industry, effectively promoting value creation for a better understanding of the positive impact of brand value identification in enterprise value creation. Nguyen (2020) study introduced the emerging theme of consumers' role in value creation in recent service research. In the contemporary network economy, consumers socialized resources, especially social capital and social identity, considered determining factors in their value creation. The research found that social capital and social identity, as mutually interrelated operational resources, collectively influenced consumers' value creation and perceived value, thereby positively impacting consumer satisfaction and identification. Tang 's (2021) research mainly focused on the relevant issues of the "short video plus live streaming" model in the development of e-commerce, taking the "TikTok" platform as an example, to explore the advantages and challenges of this e-commerce model in marketing strategies, for a better understanding and analysis of the mediating role of value identification in value creation in the TikTok mall. The model aimed to provide practical references and insights for the management and operation of the TikTok mall based on research results, by optimizing user experience

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and enhancing product value identification, effectively promoting value creation, thereby increasing the willingness of TikTok mall users to make purchases.

Based on the above literature research and theoretical summary, this article takes the purchase intention of TikTok Mall as the research object, studies the relationship among purchase intention, value creation, and value identity of TikTok Mall, and puts forward assumptions:

H1: Value creation has a positive impact on consumers' willingness to buy TikTok Mall;

H1a:Collaborative research and development has a positive impact on consumer purchase intention

H1b:Third party manufacturing anxiety has a positive impact on consumer purchase intention

H1c:Entertainment experience has a positive impact on consumer purchase intention

H1d:Product innovation has a positive impact on consumer purchase intention

H2: Value creation has a positive impact on value identification;

H2a:Collaborative research and development positively influences brand recognition, price recognition, psychological recognition, and functional recognition

H2b:Third party manufacturing anxiety positively affects brand identity, price identity, psychological identity, and functional identity

H2c:Positive impact of entertainment experience on brand identification, price identification, psychological identification, and functional identification

H2d:Product innovation positively affects brand identity, price identity, psychological identity, and functional identity

H3: Value identity has a positive impact on the purchase intention of TikTok Mall;

H3a:Brand identity has a positive impact on consumer purchase intention

H3b:Price identification has a positive impact on consumer purchase intention

H3c:Psychological identification has a positive impact on consumer purchase intention

H3d:Functional identity has a positive impact on consumer purchase intention

H4: Value identity plays an intermediary role between value creation and purchase intention of TikTok Mall.

H4a:Brand identity plays a mediating role between value creation and purchase intention of TikTok Mall

H4b:Price identity plays an intermediary role between value creation and purchase intention of TikTok Mall

H4c:Psychological identity plays a mediating role between value creation and purchase intention of TikTok Mall

H4d:Functional identity plays a mediating role between value creation and purchase intention of TikTok Mall

Theoretical Model

Based on the above assumptions, we have established a research theoretical model, as shown in Figure 1.

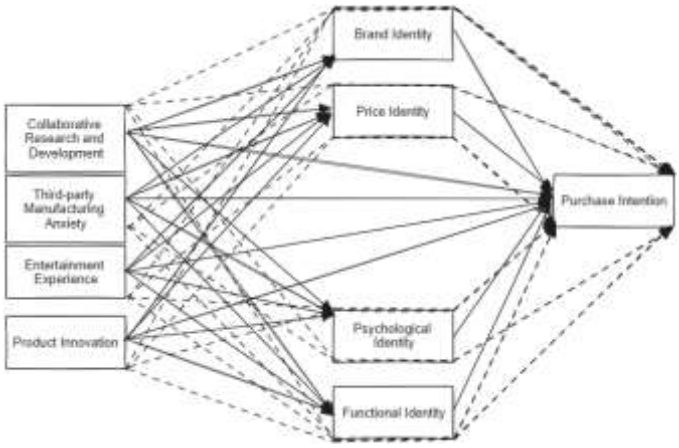

Figure 1. Theoretical model of the study

IV. QUESTIONNAIRE DESIGN

Scale Design

Based on the research hypothesis, we started selecting measurement indicators for variables. The indicators are mainly based on the results of relevant theoretical research, with priority given to measurement indicators that are relevant to this study and widely cited (Table 1). The design of the scale is to refine the existing theoretical framework, and in combination with the uniqueness of the TikTok Mall platform, we have made appropriate adjustments to some topics.

TABLE 1. Measurement indicators

Variables	Factors	Items	Sources
VC	CRD	Q1	Tang Y.R.（2021）
		Q2	
		Q3	
		Q4	
	TMA	Q5	
		Q6	
		Q7	
	EE	Q8	Liu H. L.; Wang X. R.; Chen C.（2022）
		Q9	
		Q10	
	PDI	Q11	
		Q12	
		Q13	
VI	BI	Q14	Li H. L.（2022）
		Q15	
		Q16	
	PRI	Q17	Wang Z.W.（2022）
		Q18	
		Q19	
	PSI	Q20	Teng X. X.（2020）
		Q21	
		Q22	
	FI	Q23	Tang Y. R.（2021）
		Q24	
PI		Q25	Teng X. X.（2020）
		Q26	

Questionnaire Design

The questionnaire design of this study consists of two parts. The first part is basic information such as gender, age, education level, and income. The second part is specific items designed based on research hypotheses, evaluated using the Likert five level scale. Respondents choose the option that best reflects their attitude based on their personal situation, and their level of

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agreement with the question content is rated from 1 (strongly disagree) to 5 (strongly agree). These issues cover perspectives on brand identity, price identity, functional identity, psychological identity, and collaborative product development, consumer entertainment experience, third-party emotional and value creation.

V. DATA ANALYSIS

This study used the China Questionnaire Star (App) to publish survey questionnaires in Zhaoqing City, and a total of 340 questionnaires were collected. The number of valid questionnaires was 300, and the questionnaire effectiveness rate reached 88.24%. We used SPSS 24.0 and Smart PLS questionnaire data for summarization, organization, and analysis.

Descriptive statistical analysis

Firstly, we need to analyze the basic information of all samples, which mainly includes gender, age, education level, monthly salary, and transportation methods. The detailed information is shown in Table 2.

TABLE 2. Basic information statistics

Sample		N.O.	Percentage
Gender	Male	111	37.0
	Female	189	63.0
Age(Year)	18-27	88	29.3
	28-37	110	36.7
	38-47	64	21.3
	48 and above	38	12.7
Educational Level	High school or below	45	15
	Associate degree	116	38.7
	Bachelor degree	87	29
	Graduate degree	52	17.3
Monthly Income (RMB)	￥3000or below	56	18.7
	￥3001-5000	89	29.7
	￥5001-8000	41	13.7
	￥8001-10000	102	34.0
	￥10001and above	12	4.0

Table 2 illustrates that the male-to-female ratio of the respondents is roughly 1:2, which aligns with the primary gender distribution of consumers in the TikTok mall, indicating a reasonable gender composition. The age of the sampled users is predominantly concentrated in the 18-37 age group, accounting for 66% of the respondents. In terms of education, the majority of respondents hold associate or bachelor's degrees, totaling 203 individuals. The data also indicates that the income of most respondents falls between 3000 and 10000 RMB, which corresponds to the actual characteristics of China's current middle-class population in absolute proportion.

Reliability and Validity

External model load. Following the method of analysis recommended by Anderson and Gerbing (1988), the structural reliability and validity of the measurement model were first examined, followed by the evolution of the structural model path coefficients and the variance of endogenous latent variables explained by exogenous latent variables, with Smart PLS 3 used to estimate the measurement and structural models. The reliability and validity of the structure were tested in the measurement model. Factor load exceeding 0.5 indicated item reliability (Hair, Black, Babin, et al., 2013). Table 3 displays that the factor load of the model all exceed 0.8, and are significantly $p<0.001$. Therefore, the questionnaire data in this study can be accepted. Additionally, the standardized root meant square residual serves as a fit parameter for PLS-SEM, with values below 0.10 indicating good fit (Hair, Henseler, Dijkstra, et al., 2014). In this study, the SRMR value is 0.048, further confirming the acceptability of the model established in this research.

TABLE 3. External model load

Variables	Items	External model load	Variables	Items	External model load
CRD	Q1	0.888	BI	Q14	0.873
	Q2	0.858		Q15	0.840
	Q3	0.885		Q16	0.890
TMA	Q4	0.903	PRI	Q17	0.883
	Q5	0.869		Q18	0.847
	Q6	0.894		Q19	0.892
EE	Q7	0.894	PSI	Q20	0.886
	Q8	0.858		Q21	0.911
	Q9	0.839		Q22	0.875
PDI	Q10	0.888	FI	Q23	0.852
	Q11	0.858		Q24	0.897
BI	Q12	0.885	PI	Q25	0.923
	Q13	0.847		Q26	0.927

This paper analyzes the reliability, convergence validity, and discriminant validity of the model data to validate the stability of the measurement model. In accordance with Bagozzi and Yi's (1988) perspective, a composite reliability value exceeding 0.7 indicated the internal consistency of the measurement model. Table 4 illustrates that all composite reliability values in our research model exceed 0.8, with some reaching above 0.9, sufficiently demonstrating the high reliability of the model structure in this study. Furthermore, it was essential to analyze the convergent validity of the model structure, as suggested by Fornell and Larcker (1981), where the average variance extracted (AVE) from each construct should exceed 0.5 to be considered acceptable. In Table 4, the AVE values for all constructs exceed 0.7, indicating a strong convergent validity of the model structure.

TABLE 4. Reliability and validity analysis

	Cronbach 's Alpha	CR	AVE
CRD	0.836	0.901	0.753
TMA	0.867	0.919	0.790
EE	0.830	0.898	0.746
PDI	0.850	0.909	0.769
BI	0.813	0.889	0.728
PRI	0.845	0.906	0.763
PSI	0.878	0.925	0.804
FI	0.847	0.907	0.765
PI	0.832	0.922	0.856

Based on the analysis of discriminant validity, the results derived from the Fornell-Larcker criterion indicate that the discriminant validity of the model was established when the square root of the average value of each construct surpasses its correlation with other constructs (Fornell & Larcker, 1981). The data presented in Table 5 demonstrate the strong discriminant validity of the research model. In conclusion, the

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findings of the data analysis affirm that the research model exhibits acceptable reliability and validity with the complete dataset.

Hypotheses Test and Model Test

Upon evaluating the measurement model, we proceeded to assess the structural model. The significance of a hypothesized path aligns significantly with the variance explained by endogenous variables (R^2). As determined through Smart PLS 3.0 analysis, the adjusted variance R^2 for consumer purchase intention in this study stands at 0.769, with the hypotheses testing outcomes presented in Table 6 within this article.

Based on the outcomes presented in Table 6, we utilized the hypotheses test results to refine the theoretical model constructed in this study, resulting in the final theoretical model depicted in Figure 2.

TABLE 5. Discriminant validity of Fornell-Larcker criterion

	PDI	**PRI**	**FI**	**CRD**	**BI**	**EE**	**PSI**	**TMA**	**PI**
PDI	**0.877**								
PRI	0.839	**0.873**							
FI	0.811	0.845	**0.875**						
CRD	0.835	0.818	0.779	**0.868**					
BI	0.841	0.822	0.792	0.799	**0.853**				
EE	0.813	0.786	0.790	0.796	0.792	**0.864**			
PSI	0.818	0.853	0.830	0.811	0.805	0.826	**0.896**		
TMA	0.829	0.826	0.816	0.843	0.817	0.835	0.827	**0.889**	
PI	0.799	0.830	0.828	0.783	0.792	0.756	0.819	0.791	**0.925**

TABLE 6. Results of hypotheses test in research

Hypotheses			**Sample mean**	**Standard deviation**	**T**	**P**
H1	H1a	CRD -> PI	0.105	0.071	1.245	0.214
	H1b	TMA -> PI	0.042	0.063	0.730	0.465
	H1c	EE -> PI	-0.006	0.092	0.301	0.763
	H1d	PDI -> PI	0.097	0.078	0.976	0.330
H2	H2a	CRD -> BI	0.136	0.065	2.179	*0.030*
		CRD -> PRI	0.217	0.062	3.479	*0.001*
		CRD -> PSI	0.192	0.067	2.860	*0.004*
		CRD -> FI	0.111	0.078	1.366	0.173
	H2b	TMA -> BI	0.237	0.064	3.640	*0.000*
		TMA -> PRI	0.256	0.072	3.572	*0.000*
		TMA -> PSI	0.230	0.083	2.759	*0.006*
		TMA -> FI	0.297	0.088	3.435	*0.001*
	H2c	EE -> BI	0.159	0.053	3.019	*0.003*
		EE -> PRI	0.114	0.060	1.861	0.063
		EE -> PSI	0.303	0.062	4.787	*0.000*
		EE -> FI	0.206	0.072	2.855	*0.004*
	H2d	PDI -> BI	0.401	0.058	6.846	*0.000*
		PDI -> PRI	0.354	0.064	5.585	*0.000*
		PDI -> PSI	0.222	0.052	4.307	*0.000*
		PDI -> FI	0.308	0.068	4.458	*0.000*
H3	H3a	BI -> PI	0.134	0.060	2.044	*0.041*
	H3b	PRI -> PI	0.188	0.069	2.764	*0.006*
	H3c	PSI -> PI	0.150	0.098	1.837	0.067
	H3d	FI -> PI	0.241	0.089	3.052	*0.002*
H4			Indirect effect			
		PDI -> PRI -> PI	0.067	0.027	2.509	*0.012*
		CRD -> PRI -> PI	0.040	0.019	2.137	*0.033*
		EE -> PRI -> PI	0.021	0.014	1.572	0.116
		TMA -> PRI -> PI	0.049	0.025	1.965	0.050
		PDI -> FI -> PI	0.072	0.028	2.904	*0.004*
		CRD -> FI -> PI	0.025	0.020	1.447	0.148
		EE -> FI -> PI	0.047	0.022	2.602	*0.010*
		TMA -> FI -> PI	0.076	0.043	1.923	0.055
		PDI -> BI -> PI	0.054	0.026	1.907	0.057
		CRD -> BI -> PI	0.018	0.012	1.391	0.165
		EE -> BI -> PI	0.021	0.012	1.677	0.094
		TMA -> BI -> PI	0.032	0.018	1.617	0.106
		PDI -> PSI -> PI	0.032	0.022	1.827	0.068
		CRD -> PSI -> PI	0.026	0.018	1.893	0.059
		EE -> PSI -> PI	0.043	0.028	1.896	0.058
		TMA -> PSI -> PI	0.039	0.033	1.254	0.210

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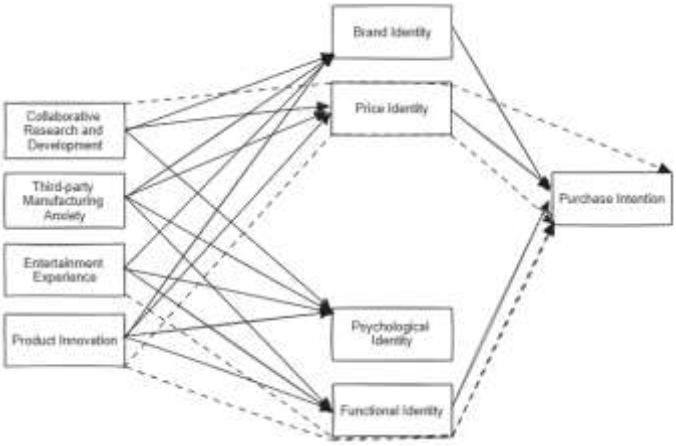

Figure 2. Adjusted model

VI. Conclusion and Discussion

Conclusion

Through a thorough review and literature synthesis of theories related to value creation, value identification, and consumer purchase intention on the TikTok shopping platform, this study has delineated the relationships between value creation and value identification, value creation and purchase intention, as well as value identification and purchase intention. Furthermore, by regarding value identification as a latent variable to observe its impact mechanism between value creation and purchase intention, hypotheses on the relationships among value creation, value identification, and purchase intention were proposed, leading to the construction of a theoretical model. A survey targeting consumers was conducted for this research, and the data was input into SPSS and Smart PLS for relevant computations to validate the research hypotheses and theoretical model, yielding the following conclusions:

Firstly, value creation has not exerted a significant influence on consumers' purchase intention in the TikTok shopping platform. Research indicates that the variables within value creation, namely collaborative research and development, third-party manufacturing anxiety, entertainment experience, and product innovation, have not significantly impacted consumers' purchase intention on TikTok shopping. It is understood that consumers' purchase decisions are influenced by various factors, including personal preferences, cultural background, social influences, and psychological states, the complexity and diversity of which may result in certain value creation factors having less significant effects than expected in specific contexts. The TikTok shopping platform, primarily focused on short videos and live streaming as an e-commerce platform, may lead users to engage in purchasing behavior more due to the attractiveness of video content or interactive experiences during live streams, rather than solely based on factors such as product innovation or collaborative research and development. While these factors do not directly impact purchase intention significantly, they may indirectly affect consumer decisions through other means. For instance, product innovation may enhance product appeal, yet consumers may pay more attention to price, brand reputation, or immediate promotional activities. Moreover, market saturation and consumer fatigue may contribute to this lack of significance, where the continuous emergence of new products and innovations in the market may lead to consumer fatigue, resulting in less-than-expected responses to product innovation. Additionally, third-party manufacturing anxiety may not serve as a primary purchasing driver on entertainment-oriented platforms like TikTok. The behavioral patterns of users on TikTok platform could differ from those on traditional e-commerce platforms, as these users may be more influenced by social media, KOL recommendations, or immediate emotional impulses rather than long-term brand loyalty or product innovation.

Secondly, value creation generally has a positive and significant impact on value identification. In the study, only collaborative research and development did not produce a significant positive impact on functional identification, and entertainment experience did not significantly influence price identification along these two paths. The establishment of these relational assumptions suggests that various forms of value creation can influence consumers' value identification in different ways, subsequently affecting their purchase intention. Collaborative research and development, third-party manufacturing anxiety, entertainment experience, and product innovation all work to enhance consumers' identification with the brand, product functionality, and pricing, as well as to fulfill consumers' psychological needs, thereby increasing their purchase intention. These findings underscore the importance for businesses to consider various factors in the value creation process and how these factors interact to influence consumers' psychology and behavior.

Thirdly, brand identification, price identification, and function identification in value identification all significantly enhance consumers' purchase intention, with only psychological identification having no impact on purchase intention. Brand identification is typically associated with consumers' loyalty, trust, and emotional connection to the brand, where consumers' trust and emotional investment in the brand can directly influence their purchasing decisions. Price identification reflects consumers' acceptance of the product prices in the TikTok Mall and their perceived value. Consumers may consider price as an indicator of quality, and reasonable pricing or high cost-performance ratio can enhance purchase intention. Of course, price identification may also be related to consumers' budget and purchasing power. When consumers consider the price to be reasonable or attractive, they are more likely to make a purchase. Function identification involves the performance and practicality of the product. When consumers believe that products in the TikTok Mall can meet their needs or solve specific problems, their purchase intention is strengthened. Function identification may also be related to the innovativeness and uniqueness of the product. Consumers may develop purchasing interests due to the unique features of the product, which is consistent with the results when verifying the mediating effect.

Fourthly, in testing for intermediary effects, we found that price identification mediated the relationships between collaborative research and development and purchase intention, as well as between product innovation and purchase intention. Meanwhile, function identification mediated the relationships

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between entertainment experience and purchase intention, and between product innovation and purchase intention. In the relationship between collaborative research and development and purchase intention, price identification reflects consumers' perception of product value. Collaborative research and development typically signifies higher research and development costs, leading to an increase in product prices. However, consumers perceive this price increase as reasonable because they view collaborative research and development as a sign of improved product quality and performance. Therefore, price identification, as an intermediary variable, explains how collaborative research and development enhances purchase intention by increasing consumers' acceptance of the price. Similarly, price identification also serves as an intermediary role in the relationship between product innovation and purchase intention. Product innovation often provides additional functions or improves user experience, and consumers are willing to pay a higher price for these innovative features. Thus, price identification, as an intermediary variable, illustrates how product innovation promotes purchase decisions by increasing consumers' identification with the price. In the relationship between entertainment experience and purchase intention, function identification serves as an intermediary variable, indicating that consumers have specific expectations for the functionality of the product. Entertainment experience generates positive emotions in consumers regarding the overall use of the product, enhancing their recognition of the product's functionality. Function identification also emerges as an intermediary variable in the relationship between product innovation and purchase intention. Product innovation often introduces new or improved features that can meet consumer needs. Consumers' identification with these features enhances their satisfaction with the product and purchase intention, illustrating how function identification, as an intermediary variable, promotes purchases by enhancing consumers' recognition of product functionality through product innovation.

Discussion

The lack of significant impact of collaborative research and development on functional identification may stem from the fact that while collaborative research and development may have a positive effect on the long-term success and functional improvement of a product, this influence may not immediately manifest in consumers' identification with the function. Consumers may be more concerned with the immediate effects and direct experiences of the product rather than the research and development process. Moreover, consumers may find it difficult to directly perceive the specific contributions of collaborative research and development to the product's functionality, especially when these contributions are gradual or not easily observable. Another possibility is that companies may fail to effectively communicate the value and outcomes of collaborative research and development, leading to consumers not fully understanding the benefits it brings to the product's functionality.

The impact of entertainment experience on price identification may not be significant, and this could be attributed to several factors. Firstly, differences in perceived value: consumers may consider the entertainment experience as an independent value of the product, rather than a factor directly linked to its price. They may be willing to pay extra for a high-quality entertainment experience, rather than expecting discounts on the price due to the entertainment experience. Secondly, price sensitivity: in certain circumstances, consumers' sensitivity to price may outweigh their emphasis on the entertainment experience. Especially when budget constraints are present, consumers may be more inclined to seek products that offer value for money, rather than solely pursuing the entertainment experience. Thirdly, the subjectivity of experience and value: entertainment experiences are highly subjective, and different consumers may have varying evaluations of the same product's entertainment experience. Therefore, even if a product delivers a good entertainment experience, it may not necessarily universally enhance consumers' identification with its price.

In this study, several other assumptions have not been supported. If we are to address these issues, it may require the assistance of other scholars, and perhaps the future results will adequately explain those unsupported assumptions in this study. Of course, we ourselves will continue to delve into the realms of consumer behaviour and consumer innovation, making efforts in areas such as research design and methodology, market and product characteristics, and other new variables.

Abbreviations

VC	Value Creation
VI	Value Identification
PI	Purchase Intention
CRD	Collaborative Research and Development
TMA	Third-party Manufacturing Anxiety
EE	Entertainment Experience
PDI	Product Innovation
BI	Brand Identity
PRI	Price Identity
PSI	Psychological Identity
FI	Functional Identity
CR	Composite Reliability
AVE	Average variance extracted

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