

Using Interactive shoppable videos in E-commerce to impact consumer buying behavior

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ABSTRACT:

Interactive shoppable video ads combine engaging visual content with clickable interactive elements, allowing users to make purchases directly and easily while watching the video ad. This creative approach represents a significant shift in e-commerce strategies, turning passive viewing into an interactive and useful experience. Given the substantial impact these videos have on consumers' purchasing decisions, the importance of the research lies in determining the effectiveness of using these videos in e-commerce.

The study found that interactive shoppable videos could capture users' attention and influence their buying decisions. Unlike traditional ads that rely on passive video viewing, which usually serves as a one-way communication channel, these interactive formats open the door for users to engage directly with the content. This interaction can include clicking on the product to get more information, exploring color and size options, or even making an immediate purchase directly within the video. All these features significantly increase levels of engagement and interaction, making users more connected to the brand and the products being showcased.

Additionally, these videos offer a more realistic and personalized shopping experience, where the viewer feels like a part of the product exploration and purchasing decision process. This deep engagement enhances the likelihood of completing a purchase and can lead to higher conversion rates and stronger brand loyalty, as customers feel they are getting a comprehensive and unique shopping experience. The research highlights the importance of incorporating clickable interactive elements in video ad design, providing valuable insights for brands seeking to use video content as a powerful tool for showcasing products and attracting users.

KEYWORDS:

Interactive shoppable videos – E-commerce – Interactive hotspots

ملخص البحث:

تجمع مقاطع الإعلانات التفاعلية القابلة للتسوق بين المحتوى البصري الجذاب والعناصر التفاعلية القابلة للنقر عليها، مما يتيح للمستخدمين بإجراء عمليات شراء مباشرة بسهولة خلال مشاهدة اعلان الفيديو. يمثل هذا الأسلوب الإبداعي تحولاً كبيراً في استراتيجيات التجارة الإلكترونية، حيث يحول مشاهدة السلبية إلى تجربة تفاعلية ومفيدة. نظراً للتأثير الكبير الذي تملكه هذه الفيديوهات على قرارات الشراء لدى المستهلكين، جاءت أهمية البحث لتحديد مدى فعالية استخدام هذه الفيديوهات في التجارة الإلكترونية.

أظهرت الدراسة أن الفيديوهات التفاعلية القابلة للتسوق لديه القدرة على جذب انتباه المستخدمين والتأثير على قراراتهم الشرائية. فبخلاف الإعلانات التقليدية التي تعتمد على مشاهدة للقطات الفيديو أثناء عرضه، والتي عادةً ما تكون وسيلة اتصال من طرف واحد، تفتح هذه الأشكال التفاعلية الباب أمام المستخدمين للتفاعل المباشر مع المحتوى. هذا التفاعل يمكن أن يشمل النقر على المنتج للحصول على مزيد من المعلومات، أو استعراض خيارات الألوان والأحجام، أو حتى الشراء الفوري مباشرة من داخل الفيديو. وكل هذه الإمكانيات تزيد من مستويات التفاعل والمشاركة بشكل ملحوظ، مما يجعل المستخدمين أكثر ارتباطاً بالعلامة التجارية والمنتجات المعروضة.

بالإضافة إلى ذلك، توفر هذه الفيديوهات تجربة تسوق أكثر واقعية وشخصية، حيث يشعر المشاهد بأنه جزء من عملية استكشاف المنتج واتخاذ القرار الشرائي. هذا الانخراط العميق يعزز من احتمال إتمام عملية الشراء ويمكن أن يؤدي إلى زيادة معدلات التحويل وتعزيز الولاء للعلامة التجارية، حيث يشعر العملاء بأنهم يحصلون على تجربة تسوق متكاملة وفريدة من نوعها. ويسلط البحث الضوء على أهمية دمج العناصر التفاعلية القابلة للنقر في تصميم اعلانات الفيديو، وتوفير رؤية قيمة للعلامات التجارية التي تسعى إلى استخدام المحتوى المرئي للفيديو كأداة قوية لعرض المنتجات وجذب المستخدمين.

الكلمات لمفتاحية:

الفيديو الشرائي التفاعلي - التجارة الإلكترونية - النقاط التفاعلية

THE IMPORTANCE OF THE RESEARCH:

Interactive shoppable videos benefit both customers and businesses in a number of ways. Consumers may browse products and make purchases straight from the video itself, all while enjoying an immersive shopping experience. Businesses that incorporate this technology into their advertising may see an impact on customer buying behavior.

RESEARCH PROBLEM:

The problem of the research could be identifying the most effective ways to engage customers and encourage them to make purchases through the video. This leads to study:

1. How can interactive shoppable video enhance consumer engagement?
2. What are interactive features that contribute to a positive consumer experience in shoppable videos?
3. To what extent may interactive shoppable videos impact consumer buying behavior?

RESEARCH AIM:

This research aims to examine the impact of using interactive shoppable videos in e-commerce on consumer buying behavior and explore interactive features that contribute to a positive consumer experience in shoppable videos.

RESEARCH HYPOTHESES:

The research is going to test the following:

1. Integrating shopping features within video advertisements will enhance consumer engagement.
2. Interactive shoppable videos lead to change consumer buying behavior.

RESEARCH METHODOLOGY:

This research uses the qualitative method to clarify the advantages of using interactive shoppable videos in e-commerce. Moreover, the qualitative method uses survey results from generation Z to understand their perceptions and behaviors towards interactive shoppable videos in e-commerce.

RESEARCH THEORETICAL FRAME:**1. INTRODUCTION:**

Interactive shoppable videos have revolutionized the way consumers engage with products and brands, transforming passive consumers into active participants in the shopping experience. These videos allow consumers to seamlessly explore and purchase products directly from the video. Moreover, the research on interactive shoppable videos aims to delve deeper into understanding their effectiveness in increasing consumer engagement, purchase intent, and overall brand satisfaction. Through integrating clickable hotspots, real-time product information, and personalized recommendations, interactive shoppable videos have the potential to reshape e-commerce and redefine the way consumers connect with brands.

Interactive shoppable videos have emerged as a game-changing tool for brands to enhance customer engagement, increase sales, and create a more immersive shopping experience. The research seeks to explore the impact of interactive features in shoppable videos on consumer behavior, identify the key factors that contribute to the success of interactive shoppable videos in improving consumer buying experience and analyze the various technologies used for developing interactive shoppable videos. The importance of interactive shoppable videos lies in their ability to increase consumer engagement, purchase intent, and overall brand satisfaction. By providing clickable hotspots, real-time product information, and personalized recommendations, interactive shoppable videos offer a unique and immersive shopping experience.

2. THE DEFINITION OF E-COMMERCE:

E-Commerce, referred to a type of commerce that allows customers to directly buy goods or services from a seller over the Web using electronic systems, primarily via the Internet, rather than in person.

E-commerce is the usage of telecommunication networks to automate business relations and workflow. It refers to the exchanging organization data, preserving business relations, and conducting operational transactions via telecommunication systems.

3. THE DIFFERENCE BETWEEN E-COMMERCE AND TRADITIONAL COMMERCE

E-commerce is a type of business transaction or interaction that takes place over computer networks, particularly the Internet. E-commerce is different from traditional commerce in that it allows for the sale of goods and services without the buyer having to physically interact with the product itself as shown in Table No.1

	E-commerce	Traditional commerce
processing of transactions	involves automatic transaction processing.	involves manual processing of transactions.
Buying time	at any time	only during working hours
physical checking of products	Not available	available
interaction between buyers and sellers	indirect customer interaction	direct, face to face
The scope of business	worldwide	limited to a particular area
The delivery of products	after some time, usually within a week.	Immediate delivery

Table. 1, comparison between E-commerce and Traditional commerce

4. BARRIERS AND DISTRACTIONS THAT FACING CONSUMER WHEN PURCHASING ONLINE:

When consumers are shopping online, they're faced with a number of different barriers and distractions. The barrier of purchasing products online is:

a. Missing product information:

Without enough product information, such as features, descriptions, benefits, and photographs, customers are likely to become confused and go for another website where they may find clearer information. Consequently, it is important to have accurate product information.

b. product quality:

One of the most frequent issues customers have while shopping online is the product's quality. People frequently don't know the quality of the products that are obtaining while making internet purchases. Reviews are not always trustworthy.

c. Tactile experience:

Consumers want to touch, feel and see products before they purchase them. One of the main problems of online shopping is that consumers cannot physically inspect the products before making a purchase. This means that shoppers should have the ability to interact with your product.

d. The lack of trust:

Online customers are worried about their personal data being stolen or misused. When customer doesn't have firsthand experience, they rely on their tendency to trust other people or on institutional indications to build early trust. The most prevalent form of trust that has developed in the easily accessible e-world is referential trust.

5. E-COMMERCE SHOPPERS:

When it comes to e-commerce shoppers, Generation Z is a crucial demographic. They are digital natives, having grown up with technology and the internet at their fingertips. This has shaped their preferences and behaviors, particularly when it comes to shopping.

Generation Z individuals have a strong connection with digital life, and as a result, technology-based interactions greatly impact their understanding of entertainment and their desires as e-commerce shoppers.

6. GENERATION Z AS ONLINE SHOPPERS:

Generation Z, or Gen Z, refer to the first generation to use the Internet, Generation Z has grown up with an unparalleled level of technology exposure. They represent around 40% of all consumers worldwide.

generation z is active across social media platforms and they're driving the latest trends in online shopping. 82% of gen z agree that social media platforms play an important role to find new brands and 40% of gen z prefer stories and reels over static ads when shopping for products online. That's why it's more important than ever for brands to create an engaging shopping experience using video content. Generation Z has grown used to being able to get in touch with brands at any moment of the day since they are growing up in a world that is always connected. They expect that brands will be equally available to them. This indicates that they require a new kind of video—one that engages them in real-time.

7. INTERACTIVE SHOPPABLE VIDEOS:

a. The definition of interactive shoppable videos:

Interactive Shoppable videos have evolved from simple pictures to interactive experiences that allow shoppers to click on different parts of the video to access external content.

Shoppable video is a type of content that can be found on the landing page or on social media platforms. Customers are attracted to it, and it directs them to the product pages. Customers can view a variety of products while viewing a video and they can click on any of them if they choose to see more information about it.

b. The power of interactive shoppable videos to impact consumer buying behavior:

The only way to increase the number of leads that become consumers is by providing an immersive product experience with shoppable video ads. shoppable videos help to convert visitors into customers. It helps to inform the customer about the product and also gives them the experience of how it would be in their hands. The customer should feel as if they are using the product right now. Interactive shoppable video can assist to impact consumer buying behavior in a wide range of ways, including:

Making purchasing process simpler for customers:

Interactive e-commerce videos may simplify the customer journey and reduce the time and effort required to attract a customer via the purchasing experience by creating a simplified system of "view, click, buy.

Enhancing customer engagement:

Interactive shoppable videos grab the viewers' attention and keep them engaged for longer time. By allowing viewers to interact with the products directly in the video, it creates a more immersive experience that can significantly increase engagement levels.

Making purchase decisions faster:

Research shows that 63% of YouTube viewers say that they bought from a brand as a result of seeing it on YouTube and 75% of users take some sort of action after watching a video on Instagram. Among them is selecting a product to purchase.

Increased product understanding:

Shoppable videos enable customers to see the product in action, understand its features, and visualize how it can fit into their lives. This enhanced understanding helps customers make more informed purchasing decisions, leading to a higher likelihood of conversion.

8. INTERACTIVE FEATURES FOR SHOPPABLE VIDEOS

Incorporating interactive features into shoppable videos is a promising strategy for enhancing the shopping experience. These features allow customers to engage with the content and seamlessly make purchases without leaving the video. By integrating interactive features, such as clickable hotspots, pop-up product information, and direct purchase options, customers can have a more immersive and convenient shopping experience.

a. Product zoom into 360° views:

Interactive 360 e-commerce videos are a great tool to promote products and services. Users can click through to areas of interest, giving them a virtual experience as if they are in the room itself.

Adidas LATAM aimed to evoke interest in consumers and highlight the creative redesign of the adidas Ultra Boost 2019 sneaker. Potential consumers can get a close-up look at adidas LATAM in swirl advertisement created by creative agency EdgeDNA's without having to visit a store. Figure (1).

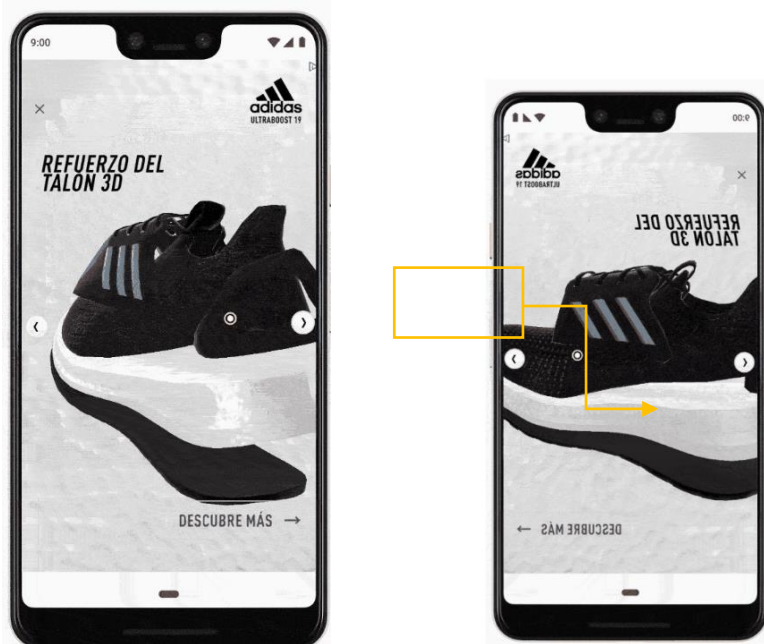


Figure 1, adidas Latin America highlights innovative product design

b. Clickable Hotspots:

Interactive e-commerce videos are powered by the hotspot function. This allows for direct purchase options or seamless navigation and reveals important information about the products by pop-up product information.

In Ted Baker interactive shoppable video every item is accompanied by a link which lets consumers purchase the item that is shown straight away. When a link is clicked on, a new web page opens, to ensure the watching experience is not disturbed. Figure (2).



Figure 2, Ted Baker interactive shoppable video by Wirewax

c. Smart listen:

Integrating voice controlled in videos became an easy method to make content hears the voice of the viewer, change video midstream and interact with external systems. Adventr created Smart Listen – the patented technology that allows any creator to make content which literally listens to the viewer voice to change videos midstream and act with external systems in real time. Figure (3).

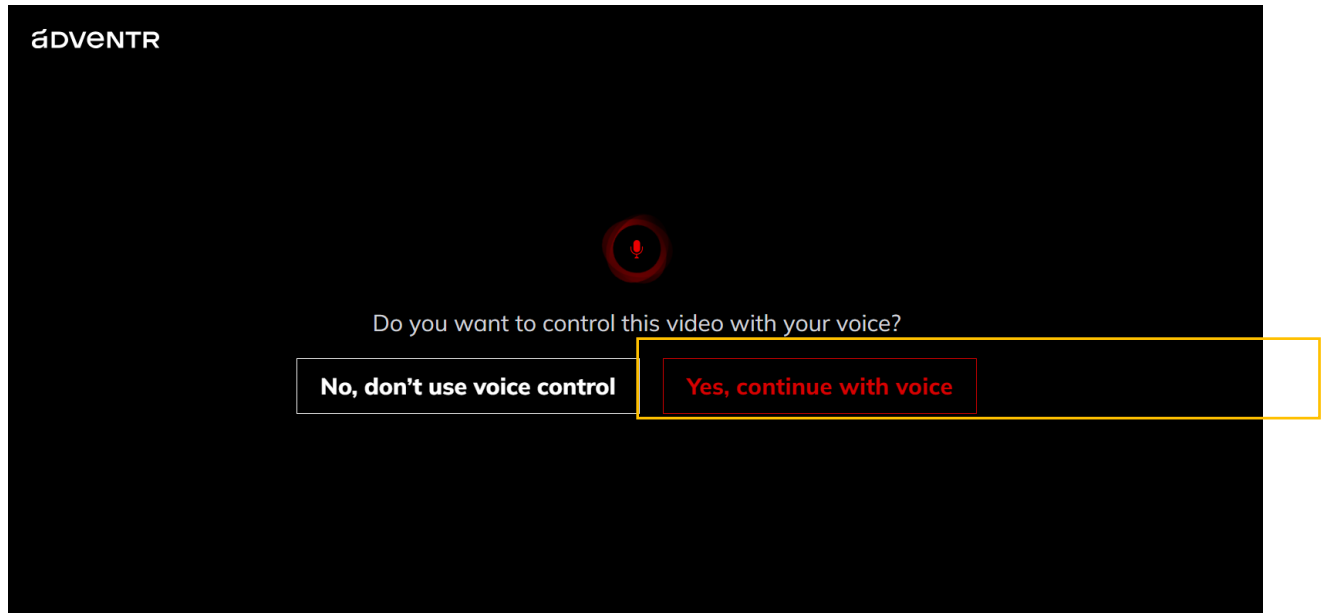




Figure 3, Demo interactive shoppable video created by Adventr using smart listen feature

9. FACTORS CONTRIBUTE TO THE SUCCESS OF INTERACTIVE SHOPPABLE VIDEO:

By considering the following factors, advertisers can create engaging interactive shoppable video ads that effectively impact consumer buying behavior:

a. Quality of content:

Engaging content is essential for capturing and maintaining the viewer's attention. Well-crafted narratives can create an emotional connection and make the interactive shoppable video more memorable.

b. Relevance and personalization:

Relevance and personalization are key factors in the success of interactive shoppable videos. When the content and products showcased in the video align with the consumer's interests and preferences.

c. User-friendly interface:

Interactive shoppable videos should have a user-friendly interface that allows consumers to easily navigate and interact with the clickable elements. Clear instructions and intuitive design enhance the consumer experience.

d. Seamless integration:

The integration of interactive elements should be seamless and not interrupt the viewing experience. complicated interactions can lead to disengagement, while smooth integration enhances the video's flow.

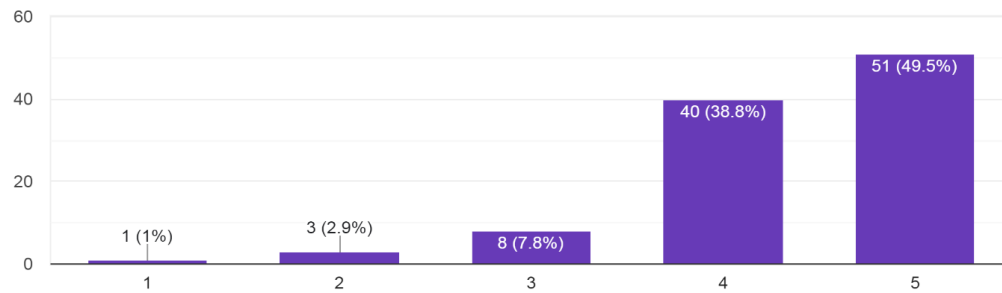
10. FINDINGS AND DISCUSSION:

A Survey IS deployed to examine the impact of interactive shoppable videos on consumer buying behavior and 80% of the responses were from generation z. By offering Interactive shoppable video examples the results show the following:

- a. As per the survey, Interactive features could capture the attention of consumers from generation z and have positive impact on their behavior. The first example shows that 38.8% the video while 49.5% strongly like the video.

هل اعجبك هذا الفيديو؟ Did you like this video?

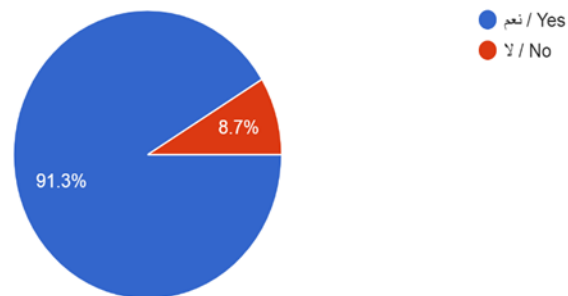
103 responses



b. 91.3% of generation z were able to notice the possibility of interacting through the video.

هل لاحظت امكانية القيام بالتفاعل من خلال هذا الفيديو؟

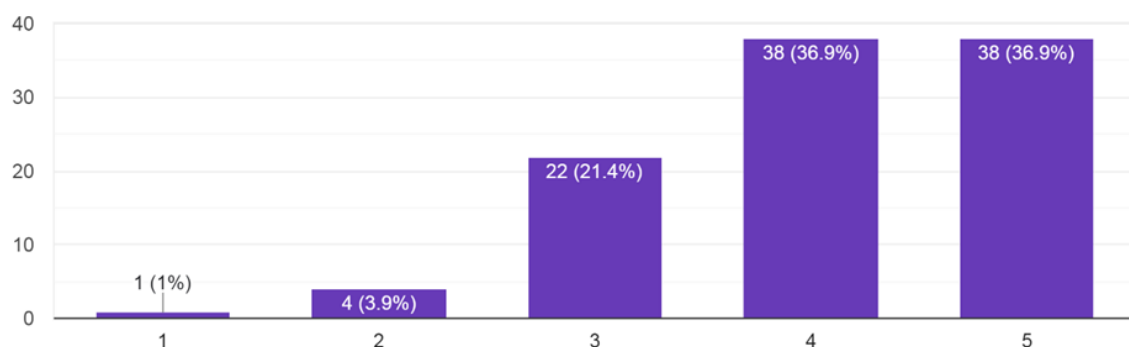
103 responses



c. 36.9% agree to interact with the content and 36.9% strongly agree to interact with the content

ما مدى احتمالية تفاعلك في هذا الفيديو؟ How likely are you to engage with this video?

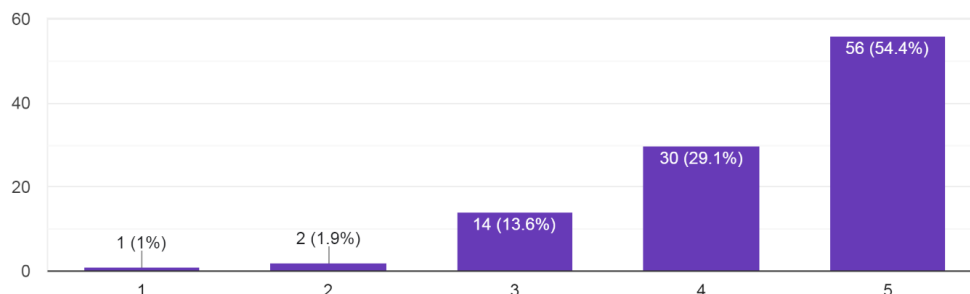
103 responses



- d. 29.1% of the responses support making purchases from interactive shoppable videos, and 54.4% strongly agree with making purchases from interactive video.

هل تؤيد الشراء من خلال فيديوهات الشراء التفاعلية؟ Do you support buying from interactive shoppable videos?

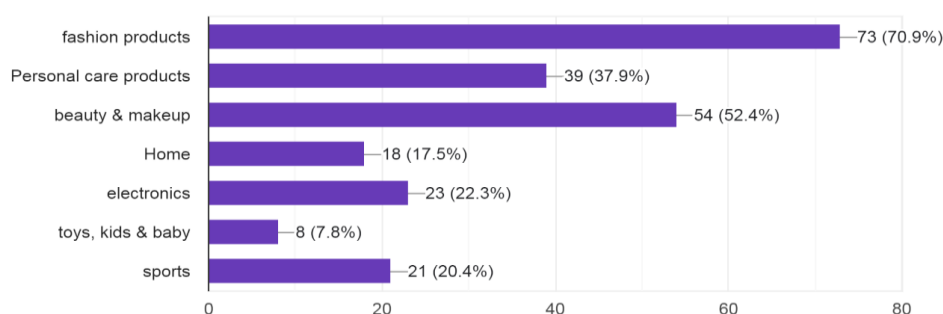
103 responses



- e. Fashion products are the most preferred product for making purchasing decisions through interactive shoppable videos.

ما هي انواع المنتجات او الخدمات التي تحب مشاهدتها من خلال فيديوهات الشراء؟ What types of products or services do you prefer watching through shoppable videos?

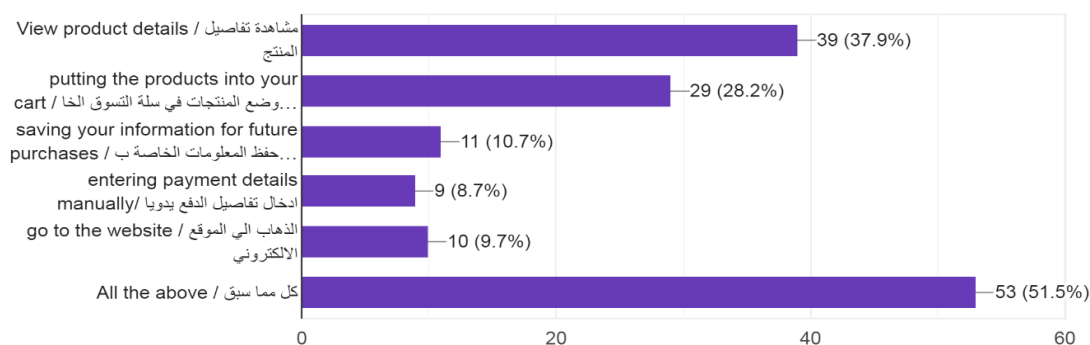
103 responses



- f. 51.5% of the responses prefer to have all kinds of interactive features while watching the video, while viewing product details is the most preferred option.

اي من الخيارات تفضل وجوده بالفديو؟ Which of the options would you prefer to have in the video?

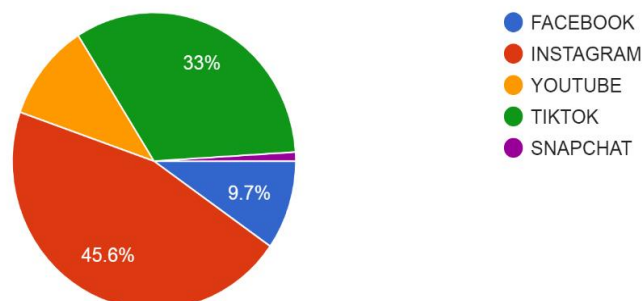
103 responses



- g. Instagram is the most preferred platform by generation z, While Tiktok is the second most preferred platform.

اي من الآتي تستخدم أكثر؟ Which of the following do you use the most?

103 responses



This study suggests that utilizing interactive shoppable videos in e-commerce can be a strategic approach to effectively influence consumer buying behavior and enhance the overall shopping experience.

11. CONCLUSION:

The study done on interactive shoppable videos leads us to the conclusion that using interactive features in video advertising have positive effects on e-commerce.

Interactive shoppable videos use interactive elements and visual storytelling to captivate and engage online shoppers. They offer a smooth experience where consumers can click on items shown in the video and immediately complete a purchase.

In conclusion, interactive shoppable videos have demonstrated their potential in enhancing the e-commerce shopping experience by using interactive features to make purchasing directly while watching the video. Businesses can use this technology to impact consumer buying behavior. In order to fully realize the potential and efficacy of interactive shoppable videos in the e-commerce sector, more investigation and testing in this area are necessary.

12. RECOMMENDATIONS:

- Incorporating interactive shoppable videos into e-commerce strategies can significantly impact consumer buying behavior and ultimately lead to increased sales and customer satisfaction.
- More research is needed into visual content with interactive features in e-commerce videos.
- More considerations are needed to design interactive shoppable videos for e-commerce.

Appendix 1:

8/7/24, 11:24 AM

interactive videos for online purchasing / الفيديوها التفاعلية للشراء عبر الانترنت

interactive videos for online purchasing

الفيديوها التفاعلية للشراء عبر الانترنت /

A survey to gain insight into shoppers' preferences and opinions on the use of "interactive shoppable videos". I would greatly appreciate your feedback!

استبياننا للحصول على معلومات حول تفضيلات وآراء المتسوقين حول استخدام فيديوها التفاعلية للشراء التفاعلية. سيكون ممتنًا كثيرًا لملاحظاتكم.

* Indicates required question

1. * البريد الإلكتروني الخاص بك
YOUR PERSONAL E-MAIL

2. * العمر؟
Age?

Check all that apply.

- ☐ under 15
☐ 15-25
☐ 26-42
☐ 43-60
☐ 60+

3. * نوع الجنس؟
Gender?

Mark only one oval.

- ☐ Female / أنثى
☐ Male / ذكر

4. * من فضلك حدد منطقتك
Please select your region

Check all that apply.

- ☐ القاهرة / Cairo
☐ الجيزة / GIZA
☐ الاسكندرية / Alexandria
☐ Other: _____

https://docs.google.com/forms/d/1EdpRKH_M4kl3RGob1S-8En1uv6XP924K5X2o94XkSbQ/edit

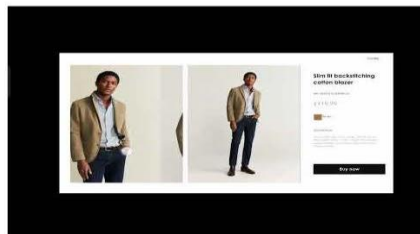
1/6

8/7/24, 11:24 AM

Interactive videos for online purchasing / الفيديو التفاعلية للشراء عبر الانترنت

يرجى مشاهدة الفيديوهات التالية والاجابة على / Please watch the following video examples and answer questions
الاسئلة

Mango interactive video


<http://youtube.com/watch?v=n8Ep-iZGBhU>

5. هل اعجبك هذا الفيديو؟ *

Did you like this video?

Mark only one oval.

1 2 3 4 5

علماء بأن رقم (1) الأقل. ☐ ☐ ☐ ☐ ☐ Note that number (1) is the least liked, and (5) is the most liked

6. هل لاحظت امكانية القيام بالتفاعل من خلال هذا الفيديو؟ *

Mark only one oval.

☐ نعم / Yes

☐ لا / No

7. ما مدى احتمالية تفاعلك في هذا الفيديو؟ *

How likely are you to engage with this video?

Mark only one oval.

1 2 3 4 5

علماء بأن الرقم (5) يعني ☐ ☐ ☐ ☐ ☐ Note that number (5) means definitely yes and number (1) means absolutely no

https://docs.google.com/forms/d/1EdpRKh_M4kL3RGob1S-8En1uv6XP924K5X2o94XkSbQ/edit

2/6

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Interactive videos for online purchasing / الفيديو التفاعلية للشراء عبر الانترنت

<https://youtu.be/g7c3aMDwybM><http://youtube.com/watch?v=g7c3aMDwybM>

8. هل اعجبك هذا الفيديو؟ *

Did you like this video?

Mark only one oval.

1 2 3 4 5

علمنا بأن رقم (1) الأقل. ☐ ☐ ☐ ☐ ☐ Note that number (1) is the least liked, and (5) is the most liked

9. هل لاحظت امكانية القيام بالتفاعل من خلال هذا الفيديو؟ *

Mark only one oval.

☐ نعم / Yes☐ لا / No

10. ما مدى احتمالية تفاعلك في هذا الفيديو؟ *

How likely are you to engage with this video?

Mark only one oval.

1 2 3 4 5

علمنا بأن الرقم (5) يعني بلى ☐ ☐ ☐ ☐ ☐ Note that number (5) means definitely yes and number (1) means absolutely no

https://docs.google.com/forms/d/1EdpRKh_M4kL3RGob1S-8En1uv6XP924K5X2o94XkSbQ/edit

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Interactive videos for online purchasing / الفيديو التفاعلية للشراء عبر الانترنت

Gogglesoc interactive video


<http://youtube.com/watch?v=QQTnBW9GKgc>

11. هل أعجبك هذا الفيديو؟ *
- Did you like this video?

Mark only one oval.

1 2 3 4 5

علما بأن رقم (1) الأقل اعد Note that number (1) is the least liked, and (5) is the most liked

12. هل لاحظت إمكانية التفاعل من خلال هذا الفيديو؟ *

Mark only one oval.

☐ نعم / Yes

☐ لا / No

13. ما مدى احتمالية تفاعلك في هذا الفيديو؟ *
- How likely are you to engage with this video?

Mark only one oval.

1 2 3 4 5

علما بأن الرقم (5) يعني بلا Note that number (5) means definitely yes and number (1) means absolutely no

Untitled Section

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interactive videos for online purchasing / الفيديو التفاعلية للشراء عبر الإنترنت

14. هل تؤيد الشراء من خلال فيديوهات الشراء التفاعلية؟ *

Do you support buying from interactive shoppable videos?

Mark only one oval.

1 2 3 4 5

علماء بان الرقم (5) يعني لو Note that number (5) means strongly support and number (1) means I don't support at all

15. ما هي انواع المنتجات او الخدمات التي تحب مشاهدتها من خلال فيديوهات الشراء؟ *

What types of products or services do you prefer watching through shoppable videos?

Check all that apply.

- ☐ fashion products
☐ Personal care products
☐ beauty & makeup
☐ Home
☐ electronics
☐ toys, kids & baby
☐ sports

16. اي من الخيارات تفضل وجوده بالفيديو؟ *

Which of the options would you prefer to have in the video?

Check all that apply.

- ☐ View product details / مشاهدة تفاصيل المنتج
☐ putting the products into your cart / وضع المنتجات في سلة التسوق الخاصة بك
☐ saving your information for future purchases / حفظ المعلومات الخاصة بك لعمليات الشراء المستقبلية
☐ entering payment details manually / ادخال تفاصيل الدفع يدويا
☐ go to the website / الذهاب الي الموقع الالكتروني
☐ All the above / كل مما سبق

https://docs.google.com/forms/d/1EdpRKh_M4kL3RGob1S-8En1uv6XP924K5X2o94XkSbQ/edit

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8/7/24, 11:24 AM

interactive videos for online purchasing / الفيديوهات التفاعلية للشراء عبر الإنترنت

17. أي من الآتي تستخدم أكثر؟ *
Which of the following do you use the most?

Mark only one oval.

- ☐ FACEBOOK
☐ INSTAGRAM
☐ YOUTUBE
☐ TIKTOK
☐ SNAPCHAT
☐ Other: _____

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Google Forms

https://docs.google.com/forms/d/1EdpRK1_M4kL3RGob1S-8En1uv6XP924K5X2o94XkSbQ/edit

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