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Research on the Relationship between Artificial Intelligence, Digital Marketing and Repurchase intention

Zihuan Wu*
University College London, London,United Kingdom, E20 2AF
Corresponding author, E-mail: zihuan.wu.23@alumni.ucl.ac.uk

Abstract:
In recent years, artificial intelligence has developed rapidly and has become increasingly closely linked to the domestic digital market. This paper focuses on the relationship between artificial intelligence, digital marketing and product repurchase ability, and conducts research based on SOR theory and flow theory. From the perspective of SOR theory, AI-driven content and service innovation is an external "stimulus" that does not directly act on the purchasing behavior but ultimately drives the "reaction" of product repurchase by awakening the internal "organism" state of consumers, namely immersive experience. According to the flow theory, content and service innovation creates conditions for consumers to enter the flow by providing high interactivity, immediate feedback and a sense of control, clarifying the intrinsic mechanism of immersive experience as a psychological mediator. In this process, IP communication as a moderating variable can amplify the positive impact of marketing innovation on the immersive experience. The study reveals the path of action of "AI-driven innovation (stimulus) - immersive experience (organism) - product repurchase (response)", providing theoretical references and practical insights for enterprises to enhance user stickiness and repurchase ability in the digital economy era.

Keywords:
Artificial intelligence; Digital marketing; Product repurchase; Service innovation; IP branding

1.Research background

The development of the world's digital economy will continue to deepen in 2025. According to a report by the China Academy of Information and Communications Technology, the scale of China's digital economy exceeded 50 trillion yuan in 2023, steadily increasing its share of GDP. Against this macro backdrop, the underlying logic of business operations is undergoing profound changes. The Internet traffic dividend has peaked, shifting the common consensus in the business world from the early "traffic is king" to "retention is king". Enhancing user stickiness and Repurchase intention has become a strategic focus for businesses in the fierce market competition. More than 80 percent of retail and consumer sector executives in the Middle East and North Africa plan to use AI automation to improve business processes by 2025 (Hasan Beyari, Tareq Hashem, 2025).

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Generative artificial intelligence (AIGC) is experiencing explosive growth and accelerating penetration across industries between 2020 and 2025. From the sudden emergence of ChatGPT at the end of 2022 to the rise of the "hundred models battle" in China (such as Wenxin Yiyan, DeepSeek, etc.), AI has moved from theoretical concepts to practical applications. JD company unveiled more than 10 AI marketing application products on December 6, 2024, training AIGC models to generate marketing copy and visual materials in seconds; Ai-generated digital live-streamers can live non-stop 24 hours a day and interact with users; Intelligent recommendation systems can predict user needs with unprecedented precision and provide personalized services. The application of AI in digital marketing is no longer confined to traditional aspects such as advertising placement and user analysis, but extends further to content auto-generation and personalized experiences.

With the rapid iteration of technology, the pace of theoretical research lags slightly. Although a large amount of literature has explored the impact of digital marketing on repurchase intention, such as Bon Jovi Marselino Panjaitan et al. pointed out that Instagram marketing has a significant positive impact on purchase decisions in the context of specific groups and specific products. But there is still a lack of research that includes AI as a core variable in the analytical framework. While companies are actively introducing AI, they often fall into the trap of technology worship. There is still a lack of systematic research on the mechanisms by which AI affects consumer behavior and the differences between different AI applications, such as content and service levels.

Therefore, this study fills the gap in existing research by introducing AI into the research framework of digital marketing and repurchase capabilities. And by exploring the mediating mechanism of the psychological level of "immersive experience", we explore how AI affects consumer psychology, understand the underlying logic of AI applications, and thereby design marketing strategies that can enhance user stickiness more effectively, providing clear strategic guidance for enterprises.

2.Theoretical framework

In order to systematically explore the complex relationship among artificial intelligence, digital marketing and product repurchase ability, this study will construct an integrated theoretical framework. The framework is macroscopically based on the classic stimulus-organism-response (S-O-R) theory, which explains how the external marketing environment (stimulus) ultimately leads to the behavior (response) of consumers by influencing their internal psychological state (organism). Meanwhile, to delve deeper into the core components of the "organism" state, this study introduces the Flow Theory, which provides a micropsychological perspective for understanding the "immersive experience" that consumers generate in highly interactive environments.

2.1 Stimulus-Organism-Response Theory (S-O-R)

The stimulus-organism-response (S-O-R) theory explains how environmental factors influence individual behavior. The theory was systematically proposed by scholars in the field of environmental psychology, (Mehrabian and Russell, 1974). It modifies the "S-R" model advocated by early behaviorism, which holds that behavior is the direct product of external stimuli. The core of the S-O-R theory is the emphasis on the crucial mediating role of the Organism - that is, the cognitive and emotional states within an individual - between the Stimulus and the Response (Lin et al.,2020). The SOR theory model needs to be supported by

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other related theories, including the theory of social existence. From the perspective of this theory, the social presence in purchasing behavior, the social presence of other viewers, and the social presence of product services involve core variables such as sense of belonging, trust, and social support (Zhang X et al., 2023). In repurchase behavior, it does not directly trigger the final behavior of consumers, but must first act on their internal psychological processing, by evoking specific emotional experiences and cognitive evaluations, before ultimately driving their purchase or avoidance behavior (Pan et al., 2023). Deng Weihua established an analytical framework for user review adoption behavior using the SOR model and found that the follow-up review function and characteristic cognition have a positive impact on the adoption of review information (Deng et al., 2018).

Exploring AI-enabled digital marketing, SOR theory provides a new perspective on how to enhance the repurchase ability of products (Huang et al,2016.). The content and service innovations that enterprises make with the help of AI constitute complex external marketing "stimuli". These highly interactive technologies act on consumers, causing profound changes in their internal "organism" state, which this study considers to be embodied in an "immersive experience" at its core. This sense of envelopment, presence and flow created by technology is a key link in consumers' cognitive and emotional processing of AI marketing stimuli (Lin et al.,2020). Ultimately, this positive inner experience translates into an observable behavioral "response", that is, an increase in the ability to repurchase products. Therefore, the SOR model not only reasonably explains the path of action from "AI marketing" to "repurchase behavior", but also highlights the theoretical value of "immersive experience" as a core psychological mediating mechanism, laying the theoretical foundation for the overall framework of this study.

2.2 Flow Theory

The concept of "flow" was proposed by psychologist Mihaly Csikszentmihalyi. He believes that "flow" is the feeling people experience when they are fully engaged in an activity. In this state, people feel so much pleasure and satisfaction that the activity itself becomes the purpose. The flow experience has a series of distinct features: 1. the level of challenge perceived by the individual matches their own skill level; 2. The fusion of action and consciousness; 3. Clear goals and immediate feedback; 4. Focus your attention highly on the current task and ignore other irrelevant stimuli; 5. Have a strong sense of control over your actions and the environment; 6. Loss of self-awareness, total immersion in activities; 7. Deprivation of time, feeling that time flies or slows down (Csikszentmihalyi, 1990). The theory of flow was originally used to describe experiences in activities such as mountain climbing, playing chess, and artistic creation. Later, scholars discovered that the Internet, a hypermedia computer medium environment, is particularly prone to inducing users' flow experiences due to its high interactivity and abundant information. As a result, flow theory was widely introduced into the field of online marketing and human-computer interaction research and gradually evolved into what we know today as "immersive experience". Consumers generate trust through external stimuli and reach a state of flow, which triggers product repurchase. Core variables involved include attraction, engagement, emotional intensity, synchricity, etc. (Ming J et al., 2021).

Immersive experiences are based on the flow theory, which provides us with a psychological state that can be analyzed. When AI-driven content and service innovations can successfully create clear goals for users, provide immediate feedback, and offer high levels of interactivity and vividness, users are more likely to

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enter a state of flow. The state of flow can reduce users' negative psychological experiences such as tiredness and boredom, and raise the threshold for enduring negative psychology, Lin noted. Users with high flow can have a higher level of satisfaction with the platform (Zhang et al., 2021). Therefore, flow forms the psychological basis for users to develop positive emotions towards the platform, build brand loyalty, and eventually make repurchase decisions.

In this study, the flow theory serves as the theoretical basis for the mediating variable "immersive experience". The state in which an individual is fully engaged in activity and experiences extreme pleasure and control is the theoretical core of "immersive experience" in this study, as described by flow theory. Therefore, flow theory links external marketing stimuli to the inner psychological state of consumers and explains how AI marketing can ultimately enhance the repurchase ability of products by creating a deeply engaged and engaging experience.

3.Literature Review

With the deep integration of AI technology in digital marketing, there is an increasing academic discussion on how AI is reshaping consumer behavior and corporate profit models. This chapter aims to systematically sort out the core concepts related to this study, mainly covering product repurchase ability, AI-driven content innovation and service innovation, immersive experience as a psychological mediator, and the moderating role of IP communication. Existing literature has widely confirmed the positive impact of social media marketing on consumer purchase intention, and has initially explored the application of AI in personalized recommendations and influencer marketing. However, there is a lack of systematic research on how AI, as a core variable, influences product repurchase ability through the deep psychological mechanism of "immersive experience". Therefore, the following text will sort out and review the existing research on the above key variables respectively to lay the theoretical foundation for the construction of the model in this study.

3.1 Repurchase intention

In order to clearly define the core dependent variables of this study, this section will first sort out the academic definition of the concept of product repurchase ability and, on this basis, review the key factors influencing this ability to lay the foundation for further exploration of how artificial intelligence empowers this process.

3.1.1 The concept of product repurchase ability

Product repurchase ability determines the number of times a customer makes repeat purchases over a period of time and is a core metric for evaluating customer loyalty and sustained profitability. Zeithaml believes it is a tendency for consumers to decide to keep buying products or services from a business. Qi Yongzhi and Zhang Mengxia (2021) define it as the subjective will or tendency of a customer to choose to purchase a product of the same brand again in the future based on the experience and feelings during the consumption process after purchasing and using the product or service. Fatima Imran et al. (2025) defined it as the likelihood that consumers will make future purchases from the same retailer. The ability to repurchase a product is reflected in the consumer's tendency to continue buying a particular business, brand, or product after one or

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more consumption experiences, which is a direct reflection of the business's results to the consumer.

3.1.2 Influencing factors of Repurchase intention

Consumer repurchase ability is a process from external to internal, from service experience to deeper psychological perception. At the fundamental level, objective service quality represented by logistics is regarded as the cornerstone of maintaining customer relationships (Quan Dongmei, 2021). Reliable and efficient service delivery has been proven to be a prerequisite for consumer repurchase. However, with the upgrading of consumption, the focus of research has gradually shifted beyond mere service delivery to the subjective and comprehensive experience of consumers throughout the consumption process. Qi Yongzhi's research clearly states that service quality needs to be mediated by "customer experience" in order to effectively affect repurchase intention (Qi Yongzhi, 2022). This experience is extremely rich in content, not only including multiple dimensions such as online display and social interaction, but also delves into a highly immersive state known as the "flow experience", thereby effectively strengthening the ability to repurchase. Ultimately, these external stimuli and experiences must be transformed into an internal psychological identification of the consumer in order to drive sustained purchasing behavior. In this process, "customer perceived value" and "customer sentiment" have been proven to be key mediating variables. In negative situations such as service failures, consumers' trust and closeness to the brand can act as an important buffer to maintain the intention to repurchase by promoting forgiveness. The intensity of the influence process is also modulated by individual consumer characteristics, such as the level of "customer engagement" and "individual cultural identity" (Quan Dongmei, 2021). With technological advancements, AI has become a direct driver variable, and studies have confirmed that AI can open up new paths to increase repurchase intent by optimizing social media engagement and conversion rates (Fatima Imran, 2025).

Table 1 Overview of the concept of product repurchase ability

Authors	Year	Opinions
Zhu et al	2020	Product repurchase can be indirectly stimulated by enhancing consumers' perceived value.
Li Jiamin	2020	Functional value, economic value and risk perception affect repurchase ability.
Quan Dongmei	2021	"Consumer forgiveness" is the key to determining whether customers keep buying. Consumer trust in a brand, a sense of closeness, and their own empathy can significantly promote forgiveness.
Qi Yongzhi	2021	Improving the customer experience to achieve high-quality service has increased repurchase ability.
Liu Fang et al	2022	Repurchase intention shows an "inverted U-shaped" trend of increasing first and then decreasing, and there is a state of utility saturation.
Fatima Imran	2025	Consumption habits can amplify the impact of social media engagement on product repurchase.

Consumer experience of service can be reflected in the objective quality of the service, which stems from a shift in consumers' psychological perception of value, emotional response, and brand trust. With the development of technology, emerging technologies represented by AI are becoming key variables that directly drive

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the ability of repeat purchases. Although the theory is well-developed, how these factors are integrated and stimulated by emerging business models, such as the cultural and creative sector, and the specific value transformation mechanisms remain to be further tested in specific frontier scenarios.

3.2 Content Innovation

This section will first define the conceptual connotation of content innovation empowered by AI, and then respectively review its impact on product repurchase ability and immersive experience, in order to clarify its mechanism of role as an external "stimulus" in the research model.

3.2.1 The concept of content innovation

Content innovation strategies are needed in digital marketing to maintain a competitive edge for the enterprise. Its conceptual connotation has deepened as technology and market environment evolve, expanding from traditional topic selection and form transformation to a systematic innovation process covering production models, presentation forms and value orientation (Qiao et al.,2024). In the current study, AI-enabled content innovation can be defined as the strategic behavior of enterprises using AI technology, especially driven by AIGC, to reshape the forms of creation, distribution and interaction of marketing content, aiming to enhance the relevance and emotional resonance of content with users and ultimately create an excellent user experience (Wu Lanlan,2024).

First, in terms of the production model, the advent of AI has changed the business environment of PUGC (Professional User Generated Content). The emergence of PUGC has greatly enriched the content ecosystem (Guo et al.,2022). Second, in terms of presentation forms, the frontier of content innovation has shifted to dynamic media such as live streaming and short videos (Wang Ying,2020). In these scenarios, innovation is no longer one-way information infusion but deep interaction with users through the construction of "narrative magic", ingeniously integrating product information into captivating storylines and scene atmospheres (Shen Qi, Ding Hanqing,2021). Short video advertising, as another important carrier of innovation, has its own content elements also become a key factor influencing marketing effectiveness (Huang et al.,2020). The focus of content innovation has shifted from "traffic supremacy" to "content is king", emphasizing the enhancement of user stickiness through the production of high-value, personalized quality content for long-term development (Guo et al.,2022).

3.2.2 Research on the Impact of Content Innovation on Repurchase intention

Content innovation has a positive impact on consumers' ability to repurchase products through multiple channels. The core logic of its effect is to enhance consumers' trust and satisfaction by providing content that combines information, entertainment and emotional value, thereby increasing consumers' willingness to repurchase (Wang Ying et al.,2020).

A marketing environment stimulated by content innovation can effectively stimulate consumers' purchasing intention. Existing studies have analyzed the content elements of short video advertisements. The results show that dimensions such as informativeness, entertainment, interactivity and credibility have a significant positive impact on consumers' purchase intention (Huang et al.,2020). In more complex interactive scenarios

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such as live streaming, content elements such as the professional level of the host, the degree of real-time interaction, and the attractiveness of the scene also constitute powerful stimuli and have a significant effect on stimulating purchasing behavior (Wang et al.,2020). High-quality content is the key to building consumer trust. Trust, as an important organism in the SOR model, plays a mediating role between marketing stimulus and purchasing behavior (Lee et al.,2023). For example, when live-streaming products such as fresh produce that require high trust, high-quality content presentation and high-level interaction can significantly enhance consumers' perceived value and trust, thereby increasing consumers' purchase intention (Qi et al.,2021). Once this content-based trust is established, it lays a solid foundation for subsequent repurchase behavior. When conducting research on live-streaming shopping, it was found that the use of narrative techniques can effectively evoke consumers' positive emotions, which is the key to triggering impulse buying behavior (Shen Qi et al.,2021), and emotional and story-driven content can establish a deep emotional connection with consumers. Positive emotional experiences triggered by content can not only facilitate a single transaction but also have the potential to transform into a long-term preference for the brand or product, thereby increasing the probability of repeat purchases.

Content innovation has a positive impact on consumers' ability to purchase products through multiple channels. The main logic is to enhance consumers' confidence and satisfaction by providing content that combines information, entertainment and emotional value, thereby increasing their willingness to repurchase (Wang Ying et al.,2020).

A marketing environment stimulated by content innovation can effectively stimulate consumers' purchasing intention. During the research process, the content of the short videos was analyzed. The results show that information, entertainment, interactivity and trust have a significant positive impact on consumers' purchase intention (Huang et al.,2020). In more complex online scenarios such as live streaming, content elements such as the proficiency of the host, the degree of real-time interaction and stage appeal are also powerful motivating factors and have an important impact on stimulating purchasing behavior (Wang et al.,2020). High-quality content is the key to building consumer confidence. Trust, as an important organist in the SOR model, acts as a mediator between marketing incentives and buyer behavior (Lee et al.,2023). For example, live-streaming products, such as fresh produce, require high credibility, high-quality content presentation and high-level interaction, which can significantly enhance consumers' sensitivity and confidence, thereby increasing their purchase intention (Qi et al.,2021). Once content trust is established, it lays a solid foundation for subsequent acquisition activities. Through research on online shopping, it is found that the use of descriptive techniques can effectively evoke positive emotions in consumers, which is the key to impulse buying behavior (Shen Qi et al.,2021). Emotional and story-telling content can establish a deep emotional connection with consumers. Positive emotional experiences triggered by content can not only promote a transaction but also potentially translate into long-term brand or product preferences, thereby increasing the likelihood of repeat purchases.

3.2.3 Research on the Impact of Content Innovation on Immersive Experiences

Content innovation is the antecedent that triggers immersive experiences for users. Immersive experiences, as a state of deep engagement, depend on a high level of interactivity and vividness, and AI-enabled content innovation precisely provides the technical support to meet these conditions. AI technology effectively promotes the creation of immersive experiences by enhancing the interactivity of content. High levels of interac-

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tion between consumers and streamers have been proven to be one of the core factors that stimulate their flow experience in the study of live streaming (Wang et al.,2020). When consumers feel they can participate in the co-creation process of content and receive immediate feedback, their cognitive resources are highly concentrated on the current task, thus entering an immersive state (Shen Qi et al.,2021).

Table 2 Overview of Content Innovation Concepts

Authors	Year	Opinions
Wang Ying and Xu Xiang	2020	Live streaming affects consumers' perceived value and flow experience due to external stimuli such as interactivity, entertainment, and professionalism, thereby influencing purchase decisions.
Shen Qi and Ding Hanqing	2021	Narrative magic triggers consumers' "narrative teleportation" (a state of immersion) and positive emotions, which in turn trigger impulse buying behavior.
Huang Chuxin et al	2021	Negative stimuli such as information overload, privacy concerns, and content homogeneity can cause users to feel tired and perceive risks, thereby generating the intention to drop out.
Guo Xinru et al	2022	Based on the "cognitive surplus" theory, differentiated competition, PUGC models, incentives and dissemination optimization to enhance the content innovation level of short-video platforms.
Li Zongwei et al	2023	Perceived value helps enhance consumers' trust and willingness to purchase.
Wu Lanlan et al	2024	AI can increase efficiency but at the same time bring ethical, copyright and other issues.
Qiao Penghua et al	2024	Digital marketing promotes strategic innovation in enterprises and enhances their ability to capture, absorb and integrate information.
Ashish Kumar et al	2025	KOL marketing is more effective in driving short-term sales, while brand marketing is more advantageous in building long-term relationships and interactions

3.3 Service Innovation

This section will first explore the concept of service innovation in the AI era, and further sort out its impact on product repurchase capabilities and immersive experiences, clarifying its mechanism of action as another core "stimulus" source.

3.3.1 The concept of service innovation

Service innovation is the process by which enterprises create and enhance value by introducing new services, improving existing services, or innovating service delivery methods in order to adapt to a dynamically changing market environment (Luo et al.,2017). In the digital economy era, the connotation of service innovation has been profoundly reshaped by digital intelligence technologies (Zhang Yajun,2023). Therefore, AI-enabled service innovation can be defined as the strategic behavior of enterprises integrating and applying artificial intelligence, big data and other digital intelligence technologies to fundamentally reconstruct service concepts, service processes, service interactions and service models in order to achieve efficiency improve-

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ment, experience optimization and value co-creation (Zhang et al., 2023). The core feature lies in the use of AI's analytical and interactive capabilities to transform services from standardized passive after-sales support to personalized, proactive, and full life-cycle value co-creation processes (Jian Zhaoquan et al., 2011). For example, AI digital humans can provide emotionally engaging round-the-clock interaction; Intelligent recommendation systems can precisely predict user needs and proactively provide solutions.

3.3.2 Research on the Impact of Service Innovation on Repurchase intention

Ai-enabled service innovation has had a significant positive impact on the purchasing power of products, reducing service costs and deepening relationships with customers in some enterprises. Service innovation can directly boost business productivity and customer satisfaction, thereby stimulating repeat purchases. Research confirms that service innovation is a key driver for improving business efficiency (Jiang et al., 2022). By simplifying service processes through AI, enterprises can respond more effectively to customer demands, reduce service costs, and improve service quality. For example, a customer service robot with artificial intelligence can handle a large number of daily requests in real time, freeing up human power to solve more complex problems. Improvements in efficiency and quality translate directly into higher customer satisfaction, which is a key factor in determining whether a repeat purchase will occur. Service innovation promotes value matching between businesses and customers, thereby establishing customer relationships that go beyond transactions. In the network environment, service innovation transforms customers from passive recipients of services to co-creators of value (Jian et al., 2011). Ai-driven personalized recommendations, customized services, etc. are essentially inviting customers to participate in the process of service development and delivery. When customers feel that their needs are understood and met, and that they can even participate in product improvements, their sense of belonging and commitment to the brand will be greatly enhanced. This commitment to deep relationships is a powerful driving force for repeat purchases (Zhang et al., 2023).

3.3.3 Research on the Impact of Service Innovation on Immersive Experiences

Ai-enabled service innovation is an important means of creating immersive experiences, and its mechanism of action lies in enhancing the interactivity and social presence of the service process. Service innovation greatly enhances the Social Presence of human-computer interaction by introducing AI digital humans, AI chatbots, etc. (Jian et al., 2011). These "anthropomorphic" agents can simulate human language styles, expressions and even emotions, making users feel as if they are communicating with a real, emotional individual rather than a cold machine. This high level of social presence can effectively draw the user's attention, making them ignore irrelevant distractions and engage more deeply in the service interaction, thus creating a sense of immersion. Service innovations, especially those based on digital intelligence technology, provide users with immediate, personalized feedback, which conforms to the core conditions of the flow experience (Gao et al.). When users' personalized needs are captured in real time by AI systems and met promptly, users gain a strong sense of control and fluency (Zhang et al., 2023). Under the guidance of AI shopping assistants, users can easily find products that best meet their needs, and the entire process is seamless and efficient. This barrier-free, highly engaging interaction process itself is a pleasant experience and is the key to triggering immersion.

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Table 3 Overview of Service Innovation Concepts

Authors	Year	Opinions
Jian Zhaoquan et al	2011	Service innovation based on information platforms can effectively integrate customer engagement and transform customers from passive service recipients to active value co-creators, thus achieving a win-win situation for both enterprises and customers.
Luo Jianqiang et al	2017	Building a service innovation model covering four dimensions - customer demand, technology-driven, organizational synergy, and value network - provides a theoretical framework and path reference for manufacturing enterprises to implement service innovation.
Zuo Wenming et al.	2022	Applying the TRIZ innovation theory to the sharing economy field aims to solve the core contradictions in its service process.
Jiang Zhu et al	2022	Both service innovation and service level have a significant positive impact on enterprise performance, and service innovation plays an important mediating role in the positive effect of manufacturing service on enterprise performance.
Zhang Yajun and Hu Hanhui	2023	Digital intelligence drives service innovation by reconfiguring links such as data processing, customer insights, and value co-creation.
Zhang Hua et al	2023	The digital capabilities of enterprises, including technology application and data analysis capabilities, can significantly boost service innovation performance by enhancing organizational resilience and knowledge sharing levels.
Hasan Beyari and Tareq Hashem	2025	AI enables personalized services and real-time interactions by analyzing massive amounts of data

Ai-driven service innovation aims to enhance the relationship with user value by reconfiguring service processes. In terms of impact on repurchase ability, service innovation effectively strengthens buyers' repurchase commitment and willingness by enhancing business efficiency and buyer satisfaction and deepening mutually beneficial relationships with buyers. Service innovation enhances social presence through more personified interactions, creates flexible interactive experiences through immediate personalized feedback, and brings users into an immersive state.

3.4 The Role of Immersive Experience as a Mediator

In this subsection, we will start to define immersive experience and their dimensions from the perspective of flow theory, and will make it clear why the experience has been regarded as an important mediator in the two channels “content innovation - repurchase ability” and “service innovation - repurchase ability” in the existing studies.

3.4.1 The concept and dimensions of immersive experiences

Flow is the term that characterizes the fun and feeling of being in control of one’s activity in a task. As a

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result of our immersion in digital technologies, flow theory has become even more important, especially so with Virtual Reality (VR) and Augmented Reality (AR), where we can experience a digital environment that becomes part of the world and separates only the virtual.

In terms of the first dimension, it is the presence feeling. The presence sense means that when the users step into a media world, they have a kind of different sense. As a kind of presence technology, through VR panoramic vision and interaction, VR technology can induce people to strongly experience the illusion of a "Presence", which makes people feel as if they themselves exist in a virtual world (Fang Nan, 2017). This kind of presence sense will have an influence on the users' perception and decision (Kannan et al., 2017). Second, the experience of flow, which is integral to immersion: a well designed immersive environment can provide explicit goals and instant feedback to users, guiding them to reach flow (Gao et al., 2023). Third, we introduce social presence, which is regarding how much users feel they are engaging with real people.These factors such as social presence significantly enhance the feeling of emotional bonds and build trust for other people, particularly when users have many people around them (Hsiao, 2017), or when they feel and respond to another human or a digital avatar. All of these are part of the experience of immersion.

3.4.2 Research on the Mediating Role of Immersive Experiences between Content Innovation and Repurchase intention

Based on the SOR theory, content innovation, as an external marketing "stimulus", does not directly translate into consumers' repurchase behavior. It must arouse consumers' internal psychological "organism" state, namely the immersive experience, in order to drive the final repurchase "response".

First, AI-enabled content innovation can enhance the immersive experience. On the one hand, AI technology brings consumers into the psychological state of "narrative transmission" by creating narratives (Shen Qi, Ding Hanqing,2021). For example, AIGC can generate more engaging storylines and visual effects (Wu et al.,2024), allowing users to psychologically temporarily escape from the real environment and fully immerse themselves in the virtual world built by the brand. This fusion of action and consciousness is a typical feature of the flow experience (Csikszentmihalyi,1990). On the other hand, AI enhances the interactivity of the content, creating a sense of control and immediate feedback for the user, and when the user can interact with the content in real time and receive personalized responses, their attention is highly focused on the current task, thus entering a state of deep immersion.

Second, the immersive experience is the core psychological mechanism that connects content with repurchase behavior. When consumers enter an immersive state while experiencing innovative content such as VR marketing, they can gain a richer perception of the product beyond traditional graphic and textual information(Gao et al.,2021).

3.4.3 Research on the Mediating role of Immersive Experiences between Service Innovation and Repurchase intention

The impact of service innovation on repurchase ability also needs to be transmitted through the key psychological mediator of immersive experience. Ai-enabled service innovation (stimulus) can effectively create a sense of social presence and smooth interaction experience through its "personification" and "immediality"

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characteristics, thereby bringing users into an immersive state (organism) and ultimately leading to repurchase behavior (response).

First, service innovation creates an immersive atmosphere by enhancing interaction capabilities and a sense of presence. Innovative services such as AI digital human customer service and intelligent shopping guide can simulate human language style, expressions and even emotions, making users feel as if they are communicating with a real, warm individual rather than a cold machine (Jian et al.,2011). This high level of social presence can effectively attract users' attention and make them more deeply engaged in the service interaction, thereby generating a strong sense of immersion. In the process, an emotional connection and trust with the brand can also be established (Hsiao,2017).

Second, service innovation generates flow experiences through personalized feedback. The ability of AI systems to capture users' personalized needs in real time and respond promptly fully meets the core conditions for the generation of flow experiences (Gao et al.,2021). For example, under the guidance of an AI salesperson, users can smoothly find the product that best meets their needs, and the entire process is seamless and efficient (Zhang et al.,2023). This barrier-free, highly engaging interaction process itself is a pleasant experience, during which users gain a strong sense of control and fluency, which is the key incentive for immersion. Once users have an immersive experience in the service interaction, this positive mental state significantly enhances their evaluation of service quality, trust in the brand, and emotional commitment (Hsiao,2017). This trust and satisfaction driven by the excellent experience is a solid foundation for future repurchase behavior, and a well-designed immersive interaction system can thereby enhance users' brand preference (Sun Xuhao,2022).

Table 4 Overview of Immersive Experience Concepts

Authors	Year	Opinions
Kannan et al	2017	AR/VR profoundly influences their purchasing behavior and brand interaction by creating immersive experiences that enable consumers to better evaluate products.
Hsiao et al.	2017	Users' trust and emotional commitment are influenced by their sense of social presence, and a high level can enhance their willingness to continue interacting.
Zhou Maojun et al	2017	VR can provide consumers with immersive alternative experiences and can effectively enhance repurchase ability.
Fang Nan	2017	Panoramic vision and interactivity create a strong sense of presence for users, reconfiguring their visual experience.
Dong Weimin and Luo Ji	2020	The core of immersive experiences lies in using technology to create a perceptual environment that users can believe to be real, blurring the boundary between the physical and virtual worlds.
Gao et al.	2021	Based on the SOR model, the quality of e-commerce websites can significantly positively influence consumers' electronic loyalty (including repurchase intention) by stimulating their "flow experience".
He Siqian	2022	The interactivity of the medium is a key technical prerequisite for achieving immersion.

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Sun Xuhao	2022	A well-designed immersive interaction system can provide users with a more natural and efficient experience, thereby enhancing user preferences.
Gao Yidong et al	2023	Matching user skills with challenges, providing clear goals, and immediate feedback are key to guiding users into a state of flow.
Anna ŁASZKIEWICZ	2025	The "anthropomorphic" feature of digital humans is an important means of creating immersion and providing emotional connection.
Finny Redjeki	2025	Interaction and trust are important components of an immersive experience

3.5 The moderating role of IP dissemination

This section will first define the concept of IP propagation as a moderating variable and its dimensions, and then delve further into how it reinforces the transformation process from "stimulus" (content and service innovation) to "organism" (immersive experience), thereby providing crucial supplementary arguments for the integrity of the model.

3.5.1 Concepts and Dimensions of IP communication

IP(Intellectual Property) means creative products with intellectual property rights. In the context of digital marketing, it extends beyond its legal intellectual property attribute to a symbol system with high cultural identity and emotional value (Ma Ji,2016). The symbolic assets that a brand possesses and can evoke emotional resonance and cultural identity among consumers (such as avatars, story worldviews, brand culture, etc.) achieve cognitive depth and emotional connection strength among the target audience through multi-channel integrated marketing communication. In the context of digital marketing, the value of IP has gone beyond its traditional legal asset attributes. It has now evolved into a collection of symbols carrying specific cultural implications and emotional capital (Zeng Yiguo et al.,2021). IP communication is defined as the symbolic assets held by a brand that can evoke emotional resonance and cultural identity among consumers (such as avatars, story worldviews), and the cognitive depth and emotional connection strength constructed in the target audience through marketing communication.

In terms of dimensions, first, the IP is humanized. This process gives IP a unique personality and vivid visual symbols. As a result, the brand becomes a historically significant character capable of engaging emotionally with consumers, laying the foundation for AI-driven avatars (Wang Ruohong, 2023). Second, cross-media narrative. A unified worldview can be created by integrating comics, animations, games, movies, etc. This strategy enables consumers to interact with different media and ips (Zeng et al., 2021). High-quality interaction can effectively deepen the emotional bond between consumers and intellectual property (Chen Changfeng, 2022). Third, the fan base. An IP with strong appeal can bring together a loyal fan base (Chen Weichao, 2023). This group will form a highly cohesive community. Interaction and secondary creation among community members are needed to strengthen the cultural context and dissemination potential of intellectual property (Wang Xiaohuan, 2023).

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3.5.2 Research on the Moderating role of IP Dissemination

When AI is applied to ips that consumers are familiar with and fond of, consumers' motivations and emotional attachments will also be different, which gradually forms fan groups (Zhang Jun, 2021). The familiar IP lowers the threshold for cognitive and emotional recognition. Consumers tend to have a natural sense of closeness and trust towards the IP they like (Yan et al., 2022). This will encourage it to interact more actively with AI and show greater tolerance for possible flaws in the interaction. It will also be easier to get into immersion (Zhang Jun, 2021). First, IP can activate emotional memory and the narrative network associated with it. The storylines, characters and cultural backgrounds it contains provide rich emotional value and imaginative space for interaction (Chen Weichao, 2023). Users will evoke emotional memories related to the IP during the interaction, and this emotional resonance is key to achieving immersion. Secondly, IP enhances users' sense of belonging to the brand and the community. Successful IP marketing can elevate a brand to a cultural symbol and establish a deep emotional connection with users beyond functional requirements (Li Biao et al., 2023). This connection can increase user engagement and loyalty to brand activities. When a brand releases an innovative experience based on its own IP, the user base that supports it will engage and share more, thereby further increasing the value of the immersive experience.

Table 5 Overview of IP Communication Concepts

Author	Year	Opinions
Ma Ji	2016	The story characters and the world view have gained wide audience recognition and emotional engagement, emorganisming the core values of the IP.
Zhang Jun and Sun Shiqi	2021	IP is a "cultural code" and cultural symbol that can deeply connect with consumers and has a central position in brand building.
Zeng Yiguo and Du Ziwei	2021	When switching between different media forms, maintain the core appeal and worldview of the IP.
Chen Changfeng and Qiu Yunxi	2022	IP development is influenced by the interaction between content characteristics and the technical characteristics of media platforms.
Li Biao and Zhang Hanwen	2023	IP operations need to build deep emotional connections with users that go beyond functional requirements and form loyal communities.
Chen Weichao	2023	Build an emotional connection and cultural identity with users by constructing worldviews and shaping characters.
Wang Ruohong	2023	IP needs distinct personification and story-telling to build an emotional connection with its audience.
Wang Xiaohuan and Li Yue	2023	Derivative development and active fan community management have driven IP growth.
Simone L. T. Mouritzen	2025	Brands and marketing agencies should take on more responsibility to ensure transparency and fairness in marketing campaigns and avoid misleading consumers by exploiting information asymmetry.

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3.6 Research Review

The study framed by SOR theory, explores the impact of digital marketing on consumer behavior. Stimulate consumers' bodies through marketing, thereby triggering repurchase responses. The mediating role of traditional psychological variables such as trust (Lee et al.,2023), perceived value (Qi et al.,2021), and satisfaction has been widely validated. With the development of AI technology, digital marketing has also changed. Ai-enabled content and service innovations create entirely new experience scenarios for consumers. The importance of "immersive experience" as a deeper psychological state has also been proven. Existing research has initially revealed the powerful influence of immersive experiences on purchase intention in specific contexts such as VR marketing (Zhou Maojun,2017) and narrative communication (Shen Qi, Ding Hanqing,2021).

4.Mechanism of action

Based on theoretical foundations and literature review, this study constructs an integrated model to demonstrate how AI-driven digital marketing affects Repurchase intention. The model is based on the overall framework of SOR theory, viewing AI-enabled content innovation and service innovation as external stimuli (S), consumers' immersive experiences as internal organism (O) states, and ultimately product repurchase ability as behavioral response (R), and introducing IP dissemination as a moderating variable.

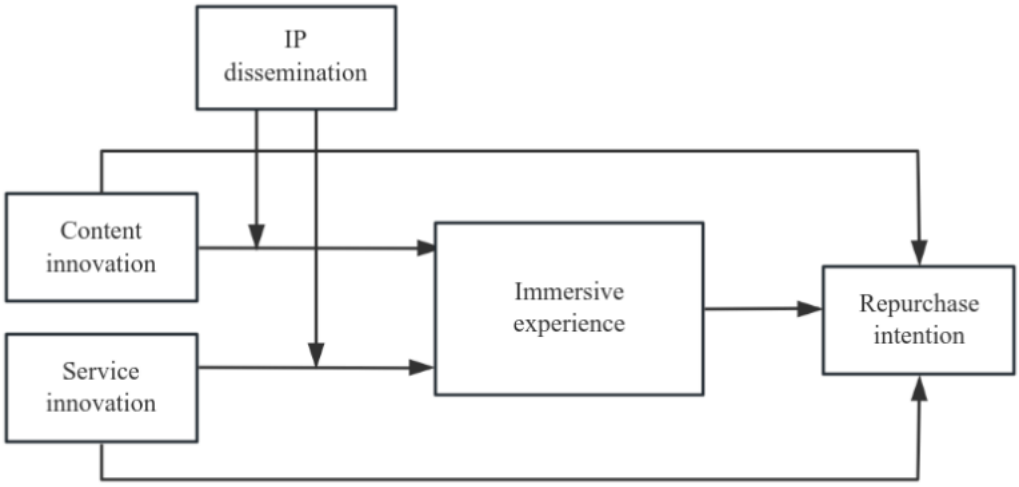


Figure 1 Diagram of the study model

First, the impact of content innovation on product repurchase ability. Ai-enabled content innovation, as an efficient marketing stimulus, directly enhances consumers' trust and satisfaction. One-time content consumption is transformed into deep positive IP memory, which eventually drives the "reaction" of product repurchase, thereby enhancing Repurchase intention.

Second, the impact of service innovation on Repurchase intention. Ai-driven service innovation significantly improves service quality and customer satisfaction by optimizing service processes and enhancing response efficiency, which are prerequisites for facilitating repeat purchases. By providing immediate, personalized feedback, it gives users a strong sense of fluidity and control, and positively influences the ability to

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repurchase products.

Third, the mediating role of immersive experience. Immersive experiences (organisms) are influenced by content innovation and service innovation, which affect the repurchase power of products. In terms of content innovation, artificial intelligence creates conditions for consumers to enter the process by enhancing the interactivity and narrative quality of content. In terms of service innovation, it is an important means to create immersive experiences. Artificial intelligence has greatly enhanced the sense of social presence through personified interaction, making users feel as if they are communicating with real people rather than cold machines. Meanwhile, the immersive experience created by this service innovation deepens the emotional connection and trust between users and the brand. This transformation of the "organic" state serves as a solid psychological foundation for generating continuous repurchase behavior.

Fourth, the regulatory role of intellectual property rights dissemination. The regulatory role of IP dissemination is reflected throughout the entire process of digital marketing's transformation from content innovation and service innovation to immersive experience. The subsequent cultural symbols and emotional values have lowered the cognitive threshold for consumers. Consumers have a sense of closeness and trust towards familiar IP, and are more willing to actively interact with content and services, thus being more likely to immerse themselves in them. On the other hand, the rich narrative and character development of IP provide a profound emotional foundation for AI interaction, which can evoke users' existing emotional memories during the interaction process and generate a strong emotional resonance. This resonance is the key to achieving deep immersion. Therefore, a successful IP can enhance the positive impact of content and service innovation on consumers' immersive experience, thereby more effectively boosting the repurchase power of products.

5. Conclusion

Based on the S-O-R theory and flow theory, this study systematically explores how artificial intelligence in digital marketing can enhance product repurchase capabilities by influencing consumers' immersive experiences. Through background research, theoretical framework construction, literature review and mechanism of action analysis, we constructed an integrated model and revealed the intrinsic logical relationships among the variables. Based on this, this chapter will first summarize the core conclusions and theoretical contributions of the study, and then, based on these findings, propose specific suggestions for business practice and future academic research.

5.1 Conclusions

First, the study based on SOR theory, confirms that in an AI marketing environment, external "stimuli" (content innovation and service innovation) must effectively guide the final "response" (product repurchase) through the consumer's internal "organism" (immersive experience). It reveals the main paths through which AI marketing influences consumer decision-making, highlighting the importance of the shift from technological application to psychological experience.

Second, from the perspective of flow theory, which details the composition of immersive experiences as a psychological "organism". Ai-driven content and service innovations provide key conditions for the state of

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flow, such as immediate feedback, interactivity, and a sense of control. This explains from a psychological perspective how AI marketing can engage users by creating the best experience and emotional connection.

Third, the research integrated the relationships among the variables. Content innovation and service innovation are the dual external driving forces for enhancing repurchase capabilities. Immersive experience serves as a key psychological intermediary between marketing innovation and excessive consumption behavior. IP communication plays a crucial moderating role in significantly amplifying the positive impact of artificial intelligence on immersive experiences.

5.2 Suggestions

First, companies should shift their strategic focus from technology application to experience creation. The core of AI application should not be the technology itself, but the use of AI to design immersive journeys that deeply engage consumers. Businesses need to systematically integrate content innovation with service innovation to turn every interaction into an opportunity to enhance user engagement, trust, and perceived value. The ultimate goal is to lead consumers into a state of "flow," thereby effectively enhancing the ability to repurchase products.

Second, future research should systematically assess the potential negative impact of AI marketing. Researchers need to explore whether excessive personalized recommendations can lead to the "information cocoon" effect, thereby undermining users' desire to explore and brand loyalty in the long term. At the same time, the study should delve into whether the perfect image presented by virtual influencers will intensify users' appearance anxiety and unrealistic lifestyle comparisons. These studies on emotional manipulation and ethical risks will serve as theoretical warnings for the responsible application of AI.

Third, the academic and legal communities are in urgent need of attention to the responsibility attribution of digital humans.Future research should clarify how brands, technology providers and content operators should define and allocate responsibility when digital human behavior leads to negative consequences. This is crucial for establishing sound industry regulations and protecting consumers' rights and interests.

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