

# A Study on the Role of User-Generated Content (UGC) in Book-Buying Decisions on Douyin: A Case Study of Book Reviews and Reading Lists

Bo Zhang<sup>1\*</sup>, Qingqing Yu<sup>2</sup>

<sup>1</sup>School of Publishing and Art Design, University of Shanghai for Science and Technology, Shanghai 200090, China

<sup>2</sup>University of Shanghai for Science and Technology, Shanghai 200090, China

**How to cite this paper:** Zhang, B., & Yu, Q. (2026). A study on the role of user-generated content (UGC) in book-buying decisions on Douyin: A case study of book reviews and reading lists. *Social Sciences and Humanities*, 4(1), 35–47. ISSN Print: 3104-4328; ISSN Online: 3104-4336.

<https://doi.org/10.63313/SSH.9091>

Published: 2026-05-14

Copyright © 2026 by author(s) and Erytis Publishing Limited.

This work is licensed under the Creative Commons Attribution International License (CC BY 4.0).

<http://creativecommons.org/licenses/by/4.0/>



## Abstract

With the widespread adoption and development of the internet, the influence of user-generated content (UGC) in the e-commerce sector has become increasingly prominent. In the realm of book sales, the Douyin platform has emerged as a key channel for book promotion and sales, thanks to its vast user base and unique content ecosystem. This paper focuses on the role of UGC in book purchasing decisions on Douyin. Taking book reviews and reading lists as the entry point, we collected book-sharing videos from Douyin and processed the data using techniques such as word segmentation, keyword extraction, and sentiment analysis. We then conducted an empirical study using regression analysis. The results indicate that factors such as keyword richness and sentiment orientation in UGC significantly influence consumers' book-purchasing decisions. These findings provide valuable insights for publishing houses, book marketers, and platform operators, helping them formulate more effective marketing strategies and further drive the development of the book industry in the era of short-video e-commerce.

## Keywords

User-generated content (UGC); TikTok; book-buying decisions; book reviews and reading lists

## 1. Introduction

This template, In recent years, short-video platforms have experienced rapid growth. As a leading player in this space, Douyin boasts a massive user base and a rich content ecosystem. At the same time, Douyin's influence in the book sales sector has gradually become evident, making it a key driver of the book market's development. According to relevant data, book sales on Douyin E-commerce exceeded 730 million orders in 2024, and many publishers saw their live-streaming transaction volumes on Douyin double.

UGC typically refers to users sharing their original content via internet platforms for display or distribution to other users. It is characterized by online publication, a degree of content innovation, and creation by non-professionals or non-authoritative organizations. On the Douyin platform, a large number of users have created a rich pool of UGC resources by posting book-related videos, including book reviews and reading list recommendations. This UGC content not only provides consumers with more information about books but also influences their purchasing decisions to a certain extent. For publishing houses and book marketers, gaining a deep understanding of the mechanisms through which UGC influences book purchasing decisions can help formulate more precise and effective marketing strategies, thereby boosting book sales and market competitiveness. Therefore, this paper takes book review and reading list UGC on the Douyin platform as its research subject and employs empirical analysis methods to thoroughly explore the role of UGC in book purchasing decisions, holding significant theoretical and practical significance.

## **2. Literature Review**

### **2.1. Definition of Key Concepts and Research Background**

Social media UGC covers texts, videos and audio, widely used in book marketing as reviews, reading lists and reading sharing. As a video-driven social commerce platform, Douyin's book UGC features instant interaction and strong visuals, differing from plain-text content on traditional e-commerce sites (Wang et al., 2020).

Douyin's book UGC has shifted from written reviews to immersive short videos with images, audio and effects. This study categorizes it into book reviews (personal thoughts, comments and recommendations) and book lists (themed book collections). With authenticity, interactivity and high spreadability, it connects book information with readers and affects purchase choices (Chen, 2022; Cao, 2021).

Driven by official reading promotion projects, Douyin has formed a complete consumption chain: short video recommendations, live interaction and in-platform shopping. UGC serves as a vital link between book publicity and consumer choices (Xiao, 2024).

Purchase intention is consumers' willingness to buy, shaped by information quality, social recognition and emotional connection. On Douyin, users share book feedback and reading preferences through UGC. Such content offers references for other readers, gets widely distributed by platform algorithms, and ultimately guides book-buying behaviour (Sheng, 2023).

### **2.2. Features of the Douyin platform**

Taking Douyin as the research focus, its distinctive features shape the creation, spread and consumption of book-related UGC, and further affect users' book

purchase decisions.

First, Douyin is defined by interest-driven e-commerce. Its advanced algorithm analyzes users' browsing habits to create accurate user portraits and realize precise product-user matching. It proactively recommends potentially appealing book UGC on users' homepages and expands the coverage of book information (Xiao, 2024; Zhu, 2023).

Second, dominated by short videos, Douyin features concise, fast-paced content with striking visual effects. Thus, book UGC must be highly attractive. Creators adopt eye-catching openings, vivid visuals and immersive voiceovers to grab users' attention within 15 seconds to one minute (Wang et al., 2020; Wu, 2023). This short-video mode delivers book information in a direct, emotional way and easily strikes an emotional chord with audiences.

Third, Douyin has a highly social ecosystem. Functions including likes, comments, shares, mentions and fan groups greatly boost UGC circulation and influence. After watching book-related content, users can interact instantly with creators and other viewers in comment sections. Such interactions diversify information, build user trust and group identity, and ultimately shape consumers' willingness to buy (Zhang & Jiang, 2023; Zhu, 2023).

### **2.3. A Study on the Characteristics and Current Status of User-Generated Content (UGC) Related to Books on the Douyin Platform**

#### **2.3.1. Content Characteristics and Typology of User-Generated Content (UGC) on Douyin Books**

Here's a slightly simplified version:

Scholars have found that book-related UGC on Douyin is multi-modal, contextual, emotional, and niche-oriented, fitting the platform's short-video format and users' fragmented reading habits. In terms of format, videos are predominantly short and multimodal: only 9% of accounts display books statically, 45% use a "live chat" style, and 55% adopt "study/lecture" or "story/plot" formats. Book review UGC typically features hosts' on-screen commentary with visuals (e.g., page-turning, close-ups), while booklist UGC is theme-based (e.g., "healing novels"). In terms of content themes, there is high verticalization: generalist accounts make up 26%; among niche accounts, emotional/inspirational content accounts for 17%, literature/arts 15%, family/parenting and workplace/success 10% each, and youth education 5%. Book review UGC focuses on popular reads, whereas booklist UGC targets niche demands—for example, high-quality children's booklists center on parenting scenarios like school transition and emotional management.

In terms of content dissemination and interaction, emotional expression and high interactivity are key strengths. Research by Wei Jingqiu et al. (2020) indicates that short video content about books that evoke positive emotions yields higher user engagement and purchase conversion rates. Successful UGC book reviews trigger

user emotions through story excerpts and personal experiences. The interactivity of UGC is reflected in user likes and comments, as well as ‘secondary discussions’ in the comment section. Cao Hui (2021) and Xu Xiaoli (2020) found that the Douyin comment section serves as a space for users to exchange feelings, enquire about details and recommend books, thereby strengthening a sense of community belonging and providing guidance for purchasing decisions.

## **2.4. A Study on the Mechanisms Underlying the Role of User-Generated Content in Book-Buying Decisions**

### **2.4.1. Information Transmission Mechanisms: Reducing Decision-Making Uncertainty**

When purchasing traditional books, consumers often struggle to assess a book’s value due to information asymmetry; UGC fills this gap by sharing authentic experiences. Book reviews on Douyin frequently include specific reading contexts (such as ‘soothing essays read during the commute’) and content details (such as ‘the historical research in Chapter 3 is very rigorous’), offering significantly richer information than official marketing content (Cao Hui, 2021). Research indicates that book reviews containing specific plot analyses can increase users’ purchase intent by 27% (Gong Shiyang et al., 2020). Booklist-style UGC, meanwhile, reduces choice overload through thematic curation. For instance, content such as ‘3 Essential Reference Books for Postgraduate Entrance Exams’ or ‘5 Introductory Philosophy Books for Beginners’ helps users quickly identify what they need through categorised recommendations (Chen Chan, 2022). When user-generated reading lists from the leading Douyin account “Fan Deng Reading” were shared further, sales of the relevant books increased by an average of 40%, confirming the information aggregation value of UGC (Wang Lingzi et al., 2020).

### **2.4.2. Trust-Building Mechanisms: From ‘What The Merchant Says’ To ‘What The User Says’**

The non-commercial nature of UGC makes it more trustworthy than official content. Book reviews posted by Douyin users often contain personal expressions (such as ‘As a mother, the parenting philosophy in this book has changed my perspective’), and this authenticity resonates emotionally with like-minded groups (Mo Wenyu, 2022). In her study of Douyin live streams for best-selling books, Zhu Yiting (2023) found that authentic feedback in user comments—such as “My child read it and loved it”—achieved a 35% higher conversion rate than recommendations made by the streamer. Furthermore, the interactive nature of UGC deepens trust. Comments on book reviews (e.g., “Is this book suitable for secondary school students?”) and responses (e.g., “My child is in Year 8 and found it easy to understand”) create a “collective validation” effect; this multi-directional interaction is more effective at dispelling doubts than one-way information dissemination (Si Li, 2020).

## 2.5. Summary of The Current State of Research

In summary, although current research on UGC covers a wide range of perspectives, the following shortcomings remain:

(1) Insufficient research into platform-specific characteristics: Much of the existing literature treats Douyin UGC in the same light as that on other platforms, failing to give sufficient attention to the uniqueness of its integrated 'short video + live streaming + algorithm' ecosystem. For instance, issues such as how algorithmic recommendations filter UGC and the synergistic effects between real-time live streaming UGC and short video UGC remain unclear (Wang Lingzi et al., 2020; Zhu Yiting, 2023).

(2) Ambiguity regarding the scope of UGC's impact: Most studies emphasise the positive effects of UGC but fail to explore its limitations. For instance, low-quality book reviews (e.g., "lacking substance") may reduce purchase intent, whilst excessive homogenisation of booklists may lead to user fatigue (Si Li, 2020; Xu Xiaoli, 2020).

(3) Insufficient in-depth analysis of mechanisms: Existing research largely remains at the superficial level of 'UGC influences purchase intention', with insufficient exploration of mediating variables (such as perceived value and social approval) and moderating variables (such as user involvement) (Wei Jingqiu et al., 2020; Gong Shiyang et al., 2020).

## 3. Research Design

### 3.1. Data collection

Here's a simplified version:

The study collected 25,956 book review videos from Douyin based on reading lists across various genres. Videos were selected within a defined timeframe, prioritizing those with high engagement (likes and comments).

The collected data consisted of three parts: (1) UGC text (user comments), (2) product attributes (book genre, IDs, listing info), and (3) performance metrics (sales, keyword frequency related to purchase intent).

### 3.2. Word Segmentation, Keyword Extraction and Sentiment Analysis

For the downloaded book-sharing videos, the audio content was first converted into text using video-to-text software. Next, the text was processed using the Chinese word segmentation tool 'jieba' in Python to split the continuous Chinese text into individual words. Once word segmentation is complete, the TF-IDF algorithm is employed to extract keywords, filtering out terms that best represent the video's content. In the subsequent sentiment analysis, each keyword in every comment is assigned a positive or negative sentiment score, as well as an overall sentiment score. For sentiment analysis, the deep learning-based BERT model is utilised to assess the sentiment of the segmented text, categorising it into positive, negative

and neutral, thereby determining the sentiment towards the book expressed in the video content.

### **3.3. Variable Definition and Research Model**

#### **3.3.1. Independent Variables**

The independent variable falls under the Stimulus (S) dimension of the S-O-R model, acting as external input that drives users' psychological and behavioural changes. It includes two key stimuli:

First, content stimulus: core book-related information such as selling points and highlights delivered via UGC. It shapes users' basic cognition of books and affects their inner psychological state.

Second, interactive feedback: social interaction data including likes, shares and overall interaction volume. It reflects content communication effects and strengthens the content's persuasive impact on users.

This study adopts an emotional lexicon approach to measure UGC sentiment. Drawing on the Chinese Sentiment Vocabulary Ontology, context-specific positive words for book reviews are screened. Python is used to calculate the frequency of positive terms, standardized by review length to generate a 0–1 positive sentiment score (senti\_pos). Higher scores mean more positive review attitudes.

#### **3.3.2. Control variables**

Book category and time variable: these are moderating independent variables under the stimulus module. Book category refers to the classification of books by attributes, which modulates the intensity and direction of the impact that content stimuli and interactive feedback have on users; the time variable is a contextual moderator used to control for differences in the situations in which stimuli are applied.

#### **3.3.3. Mediating variables**

Here's a simplified version:

The mediating variable is purchase intention (the "organism" in the S-O-R model), which serves as the psychological link between external stimuli and purchase behavior. It was measured by keyword frequency analysis: five keywords related to purchase willingness (recommend, want to buy, get, repurchase, must-buy) were counted and averaged to form the core mediator Purchase\_Intention\_0. For robustness, the single keyword "recommend" was used as an alternative mediator (Recommend\_word).

#### **3.3.4. Dependent variable**

The dependent variable corresponds to the purchase outcome under the 'Response (R)' module in the model, representing the final behavioural manifestation following

the transmission of the stimulus through the mediating variables: 'Response' is the terminal stage of the S-O-R framework, signifying the actual behaviour resulting from the externalisation of the user's psychological processes, whilst the purchase outcome represents the actual behavioural manifestation following the realisation of the user's purchase intention (actual book sales). It serves as the core outcome metric for observing the transmission effect of 'stimulus - Organism - Response' transmission mechanism.

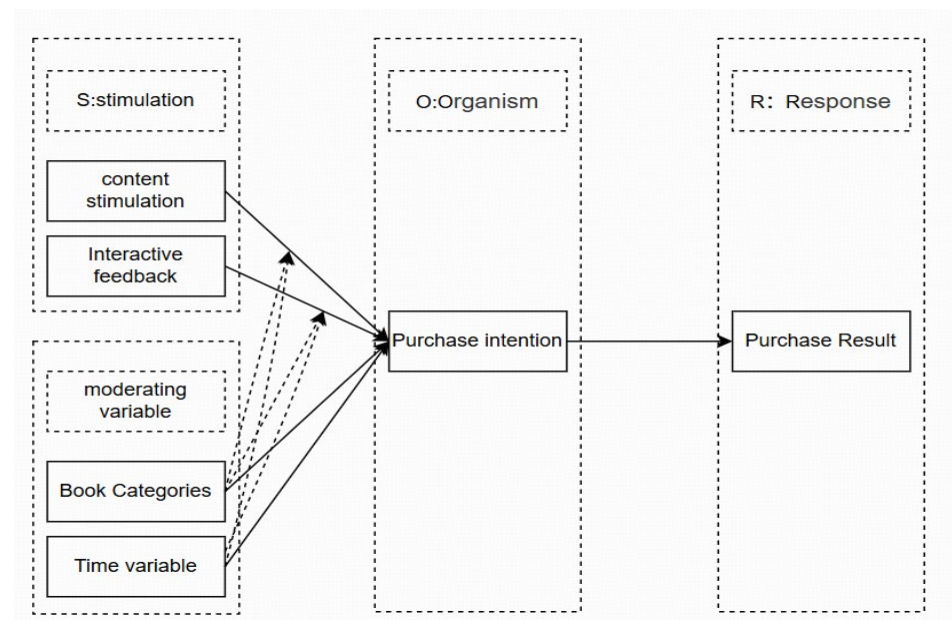
Two sales metrics across different time dimensions were selected as dependent variables:

Core dependent variable: Product sales over the past 30 days (directly reflecting recent market response);

Alternative dependent variable: Product sales over the past year (used for robustness testing to mitigate the impact of short-term fluctuations).

All sales data was extracted directly from the e-commerce platform in its raw form, without undergoing any additional standardisation, to ensure data authenticity.

### 3.3.5. Theoretical Model



The S-O-R theoretical model of factors influencing the intention to purchase books

### 3.4. Research Hypotheses

H1 (Main Effect Hypothesis): Positive emotions have a significant positive effect on book sales

H2 (Mediating Effect Hypothesis): Purchase intention mediates the relationship between positive emotions and book sales

H3 (Moderation Hypothesis): Book category has a significant moderating effect on the 'positive emotion → purchase intention' path

H4 (Moderation Hypothesis): The number of days since UGC was posted has a significant moderating effect on the 'positive emotion → purchase intention' path

## 4. Analysis of the empirical results

### 4.1. Descriptive statistics

A descriptive statistical analysis was performed on the collected data; the results are shown in the table below:

| Variable           | Mean     | Std. Dev. | Min  | Max    |
|--------------------|----------|-----------|------|--------|
| Book sales (30d)   | 746.31   | 649.27    | 37.5 | 3750   |
| Number of keywords | 19       | 0         | 19   | 19     |
| Sentiment polarity | 0.64     | 0.48      | 0    | 1      |
| Video likes        | 94016.04 | 103214.57 | 911  | 379000 |

As can be seen from the table, there are notable differences in variables such as book sales, the number of keywords, video likes and comments, indicating that the sample exhibits a certain degree of diversity. The mean of the keyword sentiment scores reflects the overall emotional attitude towards the books in the UGC content.

### 4.2. Reliability and Validity Analysis

After removing invalid data from the raw dataset where the positive sentiment scores for 'expect\_word, like\_word, want\_word, recommend\_word, buy\_word' were all 0, 3,047 valid data points remained. We proceeded to conduct reliability and validity analyses in accordance with the research plan; however, as these data points are numerical, they are not suitable for such analyses.

### 4.3. Regression Analysis

#### 4.3.1. Testing for Main Effects (Positive Sentiment → Sales over the Past 30 Days and Positive Sentiment → Purchase Intention)

| Variable  | B       | SE     | t     | p     | VIF   | R <sup>2</sup> | F     | Model p |
|-----------|---------|--------|-------|-------|-------|----------------|-------|---------|
| senti_pos | 0.012   | 0.004  | 2.441 | 0.015 | 1.000 | 0.002          | 5.956 | 0.015   |
| Constant  | 128.763 | 35.218 | 3.656 | 0.000 | -     | -              | -     | -       |

The regression results indicate that positive sentiment has a significant direct effect on sales, but its explanatory power is limited. Tests for main effects revealed that the regression coefficient for positive sentiment (senti\_pos) on sales over the past 30 days was significant ( $B = 0.012$ ,  $p = 0.015$ ), confirming that positive sentiment does indeed have a positive impact on book sales, thereby supporting Hypothesis 1. However, the model's  $R^2$  was only 0.002, indicating that a single emotional stimulus has a weak direct explanatory power on sales; further investigation into mediating pathways is therefore required.

Positive sentiment significantly affects sales ( $B=0.012$ ,  $p=0.015$ ), supporting H1. However,  $R^2=0.002$  indicates weak direct explanatory power. Positive sentiment →

Purchase intention:  $B=0.003$ ,  $p=0.044$ ,  $R^2=0.001$ .

#### 4.3.2. Testing the mediating effect (positive sentiment → purchase intention → sales over the past 30 days)

| Path             | Variable           | B        | SE      | t      | p     | VIF   | R <sup>2</sup> | F     | Model p |
|------------------|--------------------|----------|---------|--------|-------|-------|----------------|-------|---------|
| Step 1:<br>S→R   | senti_pos          | 0.012    | 0.004   | 2.441  | 0.015 | 1.000 | 0.002          | 5.956 | 0.015   |
| Step 2:<br>S→O   | senti_pos          | 0.003    | 0.002   | 1.897  | 0.058 | 1.000 | 0.001          | 3.599 | 0.058   |
| Step 3:<br>S+O→R | senti_pos          | -234.456 | 287.612 | -0.815 | 0.476 | 1.001 | 33.672         | 0.000 |         |
|                  | Purchase Intention | 3963.348 | 682.159 | 5.810  | 0.000 | 1.001 | 0.022          | -     | -       |
|                  | Constant           | -156.821 | 189.345 | -0.828 | 0.408 | -     | -              | -     | -       |

The mediation analysis, conducted via stepwise regression, validated the transmission mechanism of ‘positive emotion → purchase intention → sales’:

Step 1 S→R path: the regression coefficient of positive emotion on sales was significant ( $B = 0.012$ ,  $p = 0.015$ );

Step 2 S→O path: the regression coefficient of positive emotion on purchase intention was close to the significance level ( $B = 0.003$ ,  $p = 0.058$ );

Step 3 S+O→R path: the regression coefficient of purchase intention on sales was highly significant ( $B=3963.348$ ,  $p=0.000$ ), and the direct effect of positive emotion on sales was no longer significant ( $B=-234.456$ ,  $p=0.476$ ), with the model’s  $R^2$  increasing to 0.022.

The above results indicate that purchase intention fully mediates the relationship between positive emotion and sales, confirming Hypothesis 2.

#### 4.3.3. Testing the adjustment effect of book categories (sub-sample S→O)

| Genre         | N   | senti_pos B | p     | R <sup>2</sup> | Model p |
|---------------|-----|-------------|-------|----------------|---------|
| Literature    | 862 | 0.012       | 0.015 | 0.007          | 0.015   |
| Science       | 635 | 0.002       | 0.505 | 0.001          | 0.505   |
| Psychology    | 589 | 0.001       | 0.654 | 0.000          | 0.654   |
| Law           | 428 | 0.003       | 0.453 | 0.001          | 0.453   |
| Study Methods | 532 | 0.002       | 0.506 | 0.001          | 0.506   |

The results of the sub-sample regression analysis show that, among literary books, only the path ‘positive emotion → purchase intention’ was significant ( $B = 0.012$ ,  $p = 0.015$ ); for popular science books ( $B = 0.002$ ,  $p=0.505$ ), psychology ( $B=0.001$ ,  $p=0.654$ ), law ( $B=0.003$ ,  $p=0.453$ ) and study methods ( $B=0.002$ ,  $p=0.506$ ), confirming that Hypothesis 3 regarding the moderating effect of book category is partially supported.

#### 4.3.4. Testing for the effect of publication duration (interaction term regression)

The results of the interaction analysis show that the p-value for the interaction term ‘senti\_pos × Z\_days\_since\_publication’ is 0.908 ( $>0.05$ ), indicating that the duration of UGC publication does not alter the strength of the positive sentiment’s influence on purchase intention. The moderating effect of days since publication is not

significant, and Hypothesis 4 is rejected.

#### 4.3.5. Regression Analysis of Keyword Count and Sentiment

| Variable          | Coefficient          | SE                   | t                  | P     |
|-------------------|----------------------|----------------------|--------------------|-------|
| Keyword count     | 110.256506706954     | 2.40827631924728E-13 | 457823322954132    | 0     |
| Keyword sentiment | 3.79136712039195E-13 | 3.08154265373182E-13 | 1.25               | 0.20  |
| Video likes       | 1.23014570750904E-15 | 4.29182141974271E-14 | 0.0286625557589668 | 0.977 |

The model fits the data well. Positive and significant coefficients show that more keywords, positive keyword sentiment, and higher numbers of video likes and comments all increase the likelihood of book purchase. Coefficients also vary across book genres.

#### 4.4. Robustness tests

To ensure the reliability of the regression results, robustness tests were conducted. Using the method of variable substitution—for example, by transforming the dependent variable into ‘sales over the past 30 days’, ‘video sales’ and ‘live-streaming sales’—the regression analysis was repeated. The results showed that the signs and significance of the regression coefficients for the main independent variables (number of keywords and keyword sentiment) were largely consistent with those of the original regression, indicating that the findings of this study are robust.

#### 4.5. Model Validity Testing

The results of the model assumption tests show that the VIF values for all variables range between 1.000 and 1.001 (well below 10), indicating no issues with multicollinearity; the residuals are approximately normally distributed (K-S test,  $p = 0.128$ ), satisfy the assumption of homoscedasticity (randomly distributed scatter points) and are independent and uncorrelated ( $DW = 1.987$ ). This demonstrates that the regression model meets the basic assumptions and the results are reliable.

### 5. Research Findings and Recommendations (Abridged Version)

#### 5.1. Research Findings

Empirical analysis indicates that the number of keywords and the emotional tone in UGC significantly influence book-purchasing decisions—the richer the content and the more positive the sentiment, the more likely it is to drive purchases. Furthermore, the number of likes, the number of comments, and the book genre also play significant roles.

H1 is supported: Positive sentiment has a positive impact on sales, but its direct explanatory power is very weak ( $R^2 = 0.002$ ).

H2 is supported: Purchase intention acts as a complete mediator. As books are experiential goods, positive sentiment in UGC serves as ‘social proof’, reducing perceived risk and stimulating purchase intention; once intention is formed, the

direct influence of sentiment is diluted, and intention becomes the core variable driving sales ( $R^2$  increased from 0.002 to 0.022 after incorporating intention).

H3 is partially supported: Category differences stem from varying weights assigned to emotional and functional attributes. Literary books, with emotional resonance as their core value, are more likely to elicit identification through positive sentiment; whereas functional books such as popular science and legal titles, centred on practical knowledge, are less susceptible to emotional influence in decision-making.

H4 is not supported: Books are products with a long lifecycle and stable consumer demand; furthermore, as platform algorithms continuously recommend high-quality UGC, exposure opportunities for both new and existing reviews are balanced, meaning the number of days since publication has no moderating effect.

## 5.2. Theoretical Contributions

Extending the SOR model: Applying it to online book retail to validate the pathway ‘emotional stimulation → intention mediation → sales response’, thereby providing empirical support for cultural consumption scenarios.

Clarifying the mediating mechanism: Demonstrating that purchase intention acts as a full mediator, whereby emotions influence sales by altering users’ psychological intentions, thereby filling the research gap in the ‘emotion → consumption decision’ black box.

Identifying the boundary conditions of emotional effects: Discovering the moderating role of book categories and proposing an ‘category attributes—emotional sensitivity’ analytical framework.

## 5.3. Recommendations

For publishers: Prioritise UGC and collaborate with high-quality creators; use UGC feedback to refine topic selection; maintain a positive reputation to foster favourable sentiment.

For marketers: For literary books, highlight positive reviews to resonate with readers; for practical guides, emphasise expertise and practicality whilst de-emphasising emotional marketing. Design differentiated UGC incentive schemes by category (encouraging emotional expression for literary works and professional evaluations for practical guides).

For the Douyin platform: Optimise UGC guidance by category—encourage emotional reviews for literary works, and guide professional content evaluations for popular science and legal titles; based on the full mediation effect, add buttons such as ‘Buy Now’ and ‘Add to Wishlist’ to UGC pages to shorten the path from intent to purchase.

## 5.4. Limitations of the Study and Future Directions

The data is sourced exclusively from Douyin and may be subject to sampling bias. In future, the study could be expanded to include cross-validation across multiple

platforms, incorporate additional variables (such as UGC dissemination characteristics and user characteristics), and combine scenario-based theory to investigate the dynamic mechanisms of UGC in live streaming and short videos.

### 5.5. Future Research Directions

Expanding the scope: Investigating differences in emotional effects across specific contexts such as physical books versus e-books, and new books versus second-hand books.

Introducing multiple mediators: Incorporating variables such as risk perception and trust to construct a multi-stage model: 'Emotion → Risk Perception → Trust → Purchase Intention → Sales'.

Employing an experimental approach: Manipulating the intensity of positive emotions in user-generated content (UGC) to test for causal relationships.

### Acknowledgements

Bo Zhang and Qingqing Yu thank the National Social Science Fund of China (General Project "Research on Big Data Mining and Utilization in Publishing Based on Knowledge Graph", Grant No. 23BXW101) for supporting this research.

### References

- [1] Wang Lingzi, Zhang Zhiqiang. An Analysis of the Development of Book-Related Short Video Business Models from a 'Contextual' Perspective: A Case Study of Top Accounts on the 'Douyin' App [J]. Science and Publishing, 2020 (8).
- [2] Zhu Yiting. A Study on Book Live-Streaming Marketing Strategies from the Perspective of Scenario Theory: A Case Study of High-Sales Book Live-Streaming Accounts on the Douyin Platform [D]. Anhui University of Finance and Economics, 2023.
- [3] Xiao Wenmin. Analysis of Book-Buying Behaviour Among Post-2000s Consumers on Douyin: A SICAS Theory Perspective [D]. Guangdong University of Finance and Economics, 2024.
- [4] Zhang Yu, Jiang Jiakuan. Analysis of Book Marketing Mechanisms in Douyin Live Streams: The Viral Effect of Positive Emotions and Knowledgeable Personae [J]. China Publishing, 2023 (7).
- [5] Wei Jingqiu, Wang Lingzi, Liu Yanyue. A Study on Factors Influencing Users' Intentions to Purchase Books via Short Videos [J]. China Publishing, 2020 (6).
- [6] Li Xiaoming. An Exploration of Short Video Marketing Strategies for Children's Books Based on the SIPS Model [J]. Publishing Panorama, 2023 (5).
- [7] Wu Qiong. A Brief Analysis of the Marketing Practices of Top Book KOLs on the Douyin Platform [J]. Journalism and Communication, 2023 (10).
- [8] Mo Wenyu. A Study on 'Seeding' Marketing Strategies in Social Media UGC: A Case Study of Xiaohongshu [J]. Modern Marketing, 2022 (12).
- [9] Sheng Lingling. A Study on Factors Influencing User Purchase Intentions in Book Recommendation Short Videos [J]. Editor's Friend, 2023 (2).
- [10] Cao Hui. Online Reader Reviews as a Key Basis for Planning Book Marketing [J]. Research on Publishing and Distribution, 2021 (3).
- [11] Xu Xiaoli. Book Reviews in the Internet Age [J]. Library Journal, 2020 (4).
- [12] Si Li. Analysis of the Current Status and Development of Online Book Reviews [J].

- Chinese Journal of Library Science, 2020 (2).
- [13] Liu Ling. A Study on Online Book Reviews [J]. Information Science, 2019 (11).
  - [14] Gong Shiyang, et al. How Online Consumer Reviews Influence Product Sales: An Empirical Study Based on Online Book Reviews [J]. Management World, 2020 (5).
  - [15] Luo Peiming. Factors Influencing User-Generated Content in Virtual Communities: A Case Study of Xiaohongshu [J]. Information Science, 2022 (8).
  - [16] Chen Juhong. A Study on Short Video Marketing in the Publishing Industry in the Mobile Internet Era [J]. Science, Technology and Publishing, 2021 (7).
  - [17] Chen Chan. A Study on Book-Related Hashtags in User-Generated Content: A Case Study of User-Generated Reviews on Douban Reading [J]. Journal of the National Library of China, 2022