

How Shoppable Video Clips Convert Views to Clicks

Christopher Schraml

University of St.Gallen

Keyvan Dehmamy

Goethe University Frankfurt

Djordje Djokovic

University of St.Gallen

Dhruv Grewal

Babson College

Thomas Rudolph

University of St. Gallen, Institute of Retail Management

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Abstract:

Shoppable Video Clips (SVCs), a novel short-video format integrated into e-commerce websites, enable interactive shopping by presenting products alongside clickable product tags. This study investigates the impact of product presentation styles in SVCs—showing products in use versus displaying them—on purchase-related behavior. Drawing on economic theories of consumer information search, we suggest that SVCs showing products in use reduce information search costs, leading to higher add-to-cart rates. Using advanced machine learning methods to analyze thousands of SVCs from a European beauty retailer, we find that showing products in use increases add-to-cart rates significantly, particularly for experience products and strong brands. Moreover, SVCs showing products in use placed in upper-funnel stages, like video feeds, outperform those in lower-funnel stages, such as product detail pages. We discuss theoretical and practical implications and propose avenues for future research.

Keywords: shoppable videos, e-commerce, website design

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