INFORMATION DISPLAY METHOD AND APPARATUS, ELECTRONIC DEVICE AND STORAGE MEDIUM

[0001] The present application claims priority to Chinese Patent Application No. 202410027838.3, filed on January 8, 2024, which is incorporated herein by reference in its entirety as a part of the present application.

TECHNICAL FIELD

[0002] Embodiments of the present disclosure relate to an information display method and apparatus, a device, and a storage medium.

BACKGROUND

[0003] With the development of Internet technology, more and more merchants choose to launch products on Internet live-streaming applications, and users may purchase products through the Internet live-streaming applications.

[0004] For example, when a user intends to purchase a product, the user may input a name of the product that the user intends to purchase, for example, a mobile phone XX, on a product search interface of a live streaming application; a purchase entry corresponding to the mobile phone XX is displayed on a search result interface; and the user may purchase the product through the purchase entry corresponding to the mobile phone XX.

[0005] However, the inventor(s) found that at least the following technical problem exists: when users purchase products through live streaming applications, they may not be able to find products they are interested in. This causes the users to spend a long time searching for their favorite products, and reduces the users' experience.

SUMMARY

[0006] Embodiments of the present disclosure provide an information display method and apparatus, a device, and a storage medium, which may improve the efficiency of a user searching for a favorite object, thereby improving the user experience.

[0007] In a first aspect, an embodiment of the present disclosure provides an information display method, including:

[0008] displaying interactive reply information in an interactive interface in response to interactive information that is input in the interactive interface, where the interactive reply information includes reply