A Study on Behavioral Intention of Zhengzhou Douyin Content Producers

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Abstract

Purpose: Nowadays, the short video industry is on the rise and many applications have come out of nowhere to fill a lot of fragmented time. Douyin, Racer, WeChat video number, short ten seconds or so, up to a few minutes of long videos are available. As a mainstream Internet application, the short video industry market competition pattern is relatively stable.At present, China's short video industry competition faction mainly today's headlines, Tencent, Racer, Baidu, Sina, Ali, Meitu, B station, 360 and NetEase, of which, one of the current hottest video platform - Jieyin belongs to today's headlines; Racer short video belongs to the Racer system. More and more people choose to fill the fragment time with short videos. This study analyzes the behavioral intention factors of content producers who use Douyin to post short videos, Especially in central China, factors including perceived usefulness, perceived simplicity of use, trust, attitude, and social impact. **Research design, data and methodology:** Examining the behavioral intent of Douyin content makers is the goal of this study,after which the questionnaire was created in the form of a poster and distributed to 439 content producers who have used Douyin to post videos since the past six months,selected using convenience sampling and snowball sampling, and this study includes a series of data references such as descriptive analysis, Multiple linear regression analysis and correlation analysis.**Results:** The results of this study will be beneficial for Douyin officials to increase the probability of churning users to use Douyin,and can be used to increase the number of content producers and increase the stickiness of content producers.

Keywords :Douyin, content producers, behavioral intention,short video.
JEL Classification Code: M14

1. Introduction

With the swift evolution of technology and the renewal of the Internet, people's lives have become richer, and fragmented time is gradually filled. With the development and progress of society, people's lives are getting faster and faster, many people no longer have a lot of leisure time to watch TV,people have less and less time for entertainment, and can only use fragmented time for leisure and entertainment. The short video industry has seized this characteristic of the times and continues to develop and grow, and many ordinary people have started their own entrepreneurial journey in the short video field and achieved a leap of self-worth in a short time. Douyin has been rapidly developing and improving since its launch in 2016. 2022 , the number of Douyin users is around 809 million , and the number of daily users reaches 700 million . The number of users is large , the frequency of use is high , and it also gathers a large number of 10 million bloggers .Short ,flat ,and rapid huge flow of communication content is gradually gaining the favor of major platforms , fans , and capital due to the prevalence of mobile devices and the speed of the network. Short videos are an content distribution on the internet method ,typically a video that is under 5 minutes in length distributed on new Internet media.

With their entry into the short video market , Weibo,Seconds,Racer ,and Today' s Headline

have drawn a number of top-tier content production companies to settle there.With the emergence of the Netflix economy,the video industry gradually rose. By 2017, there was intense competition in the short video market,and content creators preferred PGC-based professional operations.

Chinese short video users made up 873 million people as of December 2020, an increase of 100 million from March 2020, and they made up 88.3 percent of all Internet users.Under this premise, an in-depth study was Conducted within Zhengzhou for the Behavioral Intention and customer engagement of Douyin.

1.2 Research Objectives

Increase client engagement and behavioral intention on Douyin.

1.3 Statement of the problem

First. Content audit

The number of Douyin users is huge, and the quality of videos produced every day varies, but at present it is not possible to do all by machine audit, it is very necessary to train the corresponding manual audit specialists.

Second, the drawbacks of big data statistics

With the big data statistics more accurate, users like what type of video background are displayed, and according to the type of similar video recommendations, but also to consider, always recommend similar video, whether it will affect the user participation.

Third,the impact of Douyin on contemporary college students' ideals and cultivation's defenses.

Fourth, the lack of search capabilities

The search bar is not set up well enough to accurately match the needs of users, and the search ability also affects user engagement.

1.4 Scope of Research

People from Zhengzhou in Henan Province who have uploaded videos to Douyin in the last six months are the study'starget respondents. Additionally, a Chinese online survey application will be used to distribute

the questionnaire.

1.5 Limitation of Research

It was not practical to use an online questionnaire to gather data from all consumers or target customers for

the study because of the cost, time, and constraints brought on by having a large number of users.

As a result, the study's findings do not accurately reflect the opinions of all content creators who have used Douyin to post their work. If some individuals choose not to cooperate with the investigator, the raw data gathered through the questionnaire may be inaccurate.

1.6 The Significance of Research

Due to the continuous development of the new media industry and the acceleration of technological development, the growth of the Chinese economy and the growth of consumer demand, the demand for the use of fragmented time is increasing. The services provided by the related industries can hardly meet the needs of most consumers. Douyin is currently number one in the short video industry, with the most basic function of meeting the production needs of content producers, combining interactivity with e-commerce attributes in addition to providing production needs. Through this study, the relationship between content generation, big data analysis, overuse and search engine refinement, and issues are integrated as a way to increase positive behavioral intent and improve customer engagement in Douyin.

1.7 Definition of Terms
Social Influence

Yang et al. (2012) combined SNs with visuals to establish the concept of "social influence." Further research (Sellitto, 2015; O'Reilly et al., 2012; Wu and Wang, 2005) extended TAM utilizing trust and PI to forecast m-commerce and m payments acceptability in various scenarios.Social influence is the term used to describe a shift in a person's beliefs, feelings, attitudes, or behaviors that results from interaction with another individual or group (Rashotte, 2007, p. 4426).Conflicting data exist regarding the impact of social influence (as operationalized by subjective normativescales) on people's behavioral intentions (Lee et al., 2006).

Perceived Usefulness

According to Ven der Heijden et al. (2003) and Davis, perceived utility (PU) refers to an individual's opinion of a technology's potential to improve job performance. Perceived usefulness is cited by TAM as the primary factor influencing users' usage intentions.The perceived utility of m-library apps is described in this research as the extent to which a user thinks that doing so will enhance his or her capacity for learning and studying.

According to TPB, a user's attitude toward using the information system is also influenced by perceived usefulness (Lee, 2010).

Perceived ease of use

PEOU evaluates how much someone believes that utilizing a system involves no physical or mental effort (Davis,1989;Van der Heijden et al.,2003); it represents the effort needed to learn and use technology and influences how effectively new technologies are embraced (Moore and Benbasat,1991). Self-efficacy and instrumentality,according to Davis,contribute to PEOU's capacity to affect consumer attitudes.

Attitude

The Community Living Attitudes Scale - Mental Retardation (CLAS-MR) was altered to measure attitude (Henry et al., 1996). For instance, attitudes were measured using the mean of six scales measuring semantic differentials (Having breakfast soon after waking up would be awful, good, and enjoyable.). More points meant a more upbeat attitude. The scale went from 1 to 7.The belief that carrying out particular behaviors will result in either positive or negative actions determines one's attitude.

Behavioral Intention

In accordance with the theory of planned behavior (TPB), as shown by the research done by Ajzen (2002), behavioral intention may be the most crucial variable that can predict human behavior in a range of circumstances, such as motivation to learn (Wiethoff, 2004) and transfer behavior (Den Ouden,1995). The TPB advocates employing perceived behavioral control to account for behavioral intention from a dispositional standpoint. It is described as "people's assessment of the ease or difficulty of doing the behavior of interest" (Ajzen,1991,p.183).

TRUST

However, Ozag (2006) and Farndale et al. (2011) argue that "trust" influences "commitment," and that trustworthy leaders will be more successful at boosting employee commitment and productivity. Strong employee engagement requires trust fro subordinates, which leaders must have. According to Mayer et al., trust is a two- way street. Employees will trust their leader if they can receive one-on-one attention from them, and leaders will trust their people if they can provide the results that are required of them. Additionally, according to Pillai et al., building trust will lead to better performance and employee satisfaction.

2. LITERATURE REVIEW

The literature previously frame the study is presented that chapter. Separate sections of this study are included in this chapter. The concepts and theories pertinent to this study are explained in the first section. The unaffiliated intermediary,and dependent factors pertaining to the conceptual framework of the researcher are presented in the second section. The social influence of content

producers,perceived usefulness, perceived usability, attitude,behavioral intention, and trust for Douyin are additional pertinent literature variables.An overview of prior studies that helped the researcher build In the last section,the conceptual underpinning for this investigation is offered.

2.1 Theories

2.1.1 Social Influence

Social influences is a construct developed by Yang et al. (2012) that combines SNs with an image. Additional studies (Sellitto, 2015; O'Reilly et al., 2012; Wu and Wang, 2005) have broadened TAM utilizing trust and PI to predict theacceptability of M-commerce and mobile payments in other scenarios. "Change in an individual's beliefs, feelings,attitudes, or behaviors that arises from interaction with another person or a group of people" is the definition of social influence (Rashotte, 2007, p. 4426).Conflicting data exist regarding how social influence (as measured by subjective norm scales) affects people's behavior intentions (Lee et al., 2006).

2.1.2 Perceived Usefulness

According to Ven der Heijden et al. (2003) and Davis (1989), perceived utility (PU) refers to an individual's opinion of a technology's potential to improve job performance. TAM claims that). According to research, perceived usefulness has the biggest impact on users' usage intentions. The perceived utility of m-library apps is described in this research as the extent to which a user thinks that doing so will enhance his or her capacity for learning and studying. According to TPB, a user's attitude toward using the information system is also influenced by perceived usefulness (Lee, 2010).

2.1.3 Perceived ease of use

PEOU evaluates how much someone thinks utilizing a system involves no effort on their part, whether it be physical or mental (Davis, 1989; Van van Heijden et al., (2003); it indicates the work required to learn and utilize technology and affects how effectively new technologies are accepted (Moore and Benbasat, 1991). Self-efficacy and instrumentality, according to Davis (1989), contribute to PEOU's capacity to affect consumer attitudes.

2.1.4 Attitude

The Community Living Short Form was modified to measure attitude. Mental retardation Attitudes Scale (CLAS -MR) (Henry et al.,1996). Attitudes were assessed using the average of six semantic differential measures, for instance (eating breakfast within two hours of waking would be: bad-good, unpleasant-pleasant). More points meant a more upbeat outlook. The scale went from 1 to 7.The belief that carrying out particular behaviors will result in either positive or negative actions determines one's attitude.

2.1.5 .5 Behavioral Intention

From a dispositional perspective, the TPB suggests using perceived behavioral control to explain behavioral intention. It is described as "people's assessment of the ease or difficulty of doing the behavior of interest"(Ajzen, 1991, p. 183) Studies show that the link between intention and conduct is still strong (Elliott et al.,911).Training transfer 2007;Fraser et al.,2011;Hansen, 2008) . According to Ajzen, behavioral intention is "the cognitive self-regulation within a dispositional approach to the prediction of (human) behavior (in a particular environment)"(1991, p. 180) .

2.1.6 Trust

As a result, it can be said that trust is an essential element in the initial stages of risky decision-making (Mayer eal.1995). Casimir et al. (2006) claim that "trust" mediates the relationship between transformational leadership and employee performance.

2.2 Related Literature Review

2.2.1 Social Influence

Yang et al. (2012) combined SNs and image into the idea of "social influences." Additional studies (Sellitto, 2015;

O'Reilly et al., 2012; Wu and Wang, 2005) have broadened TAM utilizing trust and PI to predict the acceptability of M-commerce and mobile payments in other scenarios."Change in an individual's beliefs, feelings, attitudes, or behaviors that arises from interaction with another person or a group of people" is the definition of social influence (Rashotte, 2007, p. 4426).Conflicting data exist regarding how social influence (as measured by subjective norm scales) affects people's behavior intentions (Lee et al., 2006).

2.2.2 Perceived Usefulness

According to Ven der Heijden et al. (2003) and Davis (1989), perceived utility (PU) refers to an individual's opinion of a technology's potential to improve job performance. TAM claims that). According to research,perceived usefulness has the biggest impact on users' usage intentions. The perceived usefulness of m-library apps is described in this paper as the extent to which a user thinks that doing so will enhance his or her capacity for learning and studying. According to TPB, a user's attitude toward using the information system is also influenced by perceived usefulness (Lee, 2010).

2.2.3 Perceived ease of use

PEOU measures a person's perception of how little physical and mental effort using a system requires ,in accordance with Davis (1989;Van Der Heijden et al . ,2003) .It also shows how eager someone is to pick up new skills (Moore and Benbasat,1991) According to Davis (1989) ,the PEOU affects consumer attitudes t hrough instrumentality and self- efficacy .

2.2 .4 Attitude

To gauge attitude , the Community Living Short Form was altere d.CLAS-MR(Mental Retardation Attitudes Scale) (Henry et al, 1996) Atti tudes were assessed using the average of sixsemantic differentia l scales, for instance (eating breakfast within two hours of waking would be:bad-good, unpleasant-plea sant) More points meant a more upbeat attitude The scale went from 1 to 7 .The belief that carrying out pa rticular behaviors will result in either positive or ne gative actionsdetermines one's attitude .

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As a result ,it can be said that trust is an essential element in the initial stages of risky decision - making (Mayer et al.,1995) .Casimir et al.(2006) claim that "trust " mediates the relationship between transformational leadership and employee performance .

2.3 The summary of literature reviews

Title	Author	Year	Key Finding
Do consumers want mobile commerce? A closer look at M-shopping and technology adoption in Malaysia	Ezlika M. Ghazali，Dilip S. Mutum，Jiu Hui Chong and Bang Nguyen	2018	Societal norms and images make up social influences. Several more research (Sellitto, 2015; O'Reilly et al., 2012; Wu and Wang, 2005) have extended TAM utilizing trust and PI to predict the acceptance of M-commerce and mobile payments in various scenarios.
Factors affecting students' intentions to study at universities adopting the "student-as-customer" concept	Boonlert Watjatraku	2013	social pressure. "Change in an individual's beliefs, feelings, attitudes, or actions that arises from interaction with another individual or a group" is the definition of social influence (Rashotte, 2007, p. 4426).
Factors affecting students' intentions to study at universities adopting the "student-as-customer" concept	Boonlert Watjatraku	2013	There is conflicting evidence regarding how social influence (as operationalized by scales of subjective norm) affects people's intentions to behave (Lee et al., 2006).
Do consumers want mobile commerce? A closer look at M-shopping and technology adoption in Malaysia	Ezlika M. Ghazali，Dilip S. Mutum，Jiu Hui Chong and Bang Nguyen	2018	A person's subjective opinion of a technology's usefulness that can improve work performance is known as PU (Davis, 1989; Ven der Heijden et al., 2003).
Chinese students' behavior intention to use mobile library apps and effects of education level and discipline	Jiming Hu and Yin Zhang	2016	Perceived usefulness is cited by TAM as the primary factor influencing users' usage intentions. The degree to which a user believes that using m-library apps would improve his or her learning and studying ability is characterized in this work as the perceived utility of m-library applications. According to TPB, perceived utility also influences a user's attitude toward using the information system (Lee, 2010).
Do consumers want mobile commerce? A closer look at M-shopping and technology adoption in Malaysia	Ezlika M. Ghazali，Dilip S. Mutum，Jiu Hui Chong and Bang Nguyen	2018	PEOU measures how much a person feels that utilizing a system requires no physical or mental effort (Davis, 1989; Van der Heijden et al., 2003); it indicates the effort required to learn and use technology and plays a role in whether or not new technologies are accepted (Moore and Benbasat, 1991). According to Davis (1989), self-efficacy and instrumentality play a role in PEOU's ability to influence consumer attitudes.
Evaluation of medical students' attitudes towards people with intellectual disabilities: a naturalistic study in one medical school	Amanda Sinai, Andre Strydom and Angela Hassiotis	2013	The Community Living Attitudes Scale - Mental Retardation (CLAS-MR) was modified to measure attitude (Henry et al., 1996).
Predicting breakfast consumption A comparison of the theory of planned behaviour and the health action process approach	Barbara Mullan, Cara Wong, Emily Kothe and Carolyn Maccann	2012	The mean of six semantic differential scales was used to measure attitudes, for example (eating breakfast within two hours after waking would be: bad-good, unpleasant-pleasant). A higher score indicated a more positive attitude. Scores rangedfrom1to7.

Perceived value dimension in repetitive fish consumption in Indonesia by using an extended theory of planned behavior	Yulist Rima Fiandari, Surachman Surachman, Fatchur Rohman and Ananda Sabil Hussein	2019	The assumption that carrying out particular behaviors will result in either positive or bad actions determines one's attitude.
An intention-based model of transfer of training	Eddie W.L. Cheng,Karin Sanders and Ian Hampson	2014	From a dispositional standpoint, the TPB suggests using perceived behavioral control to explain behavioral intention. "People's impression of the ease or difficulty of doing the behavior of interest" is how it is defined (Ajzen, 1991, p. 183).
An intention-based model of transfer of training	Eddie W.L. Cheng,Karin Sanders and Ian Hampson	2014	According to studies, the relationship between intention and behavior is still effective (Elliott et al.,911 Transfer of training 2007; Fraser et al., 2011; Hansen, 2008). Behavioral intention was defined as "the cognitive self-regulation in the framework of a dispositional approach to the prediction of (human) behavior (in a certain environment)" by Ajzen (1991, p. 180).
A case study of transformational leadership and para-police performance in Indonesia	Adi Indrayanto,John Burgess and Kandy Dayaram,Noermijati	2013	As a result, it may be claimed that trust is a crucial component in the early stages of decision-making that incorporates risks. (1995; Mayer et al.)
A case study of transformational leadership and para-police performance in Indonesia	Adi Indrayanto,John Burgess and Kandy Dayaram,Noermijati	2013	According to Casimir et al. (2006), "trust" acts as a mediator in the connection between transformative leadership and worker performance.

2. RESEARCH FRAMEWORK

This section covered the four components of the research framework.The theoretical framework is discussed in the first section, along with a summary of the findings from each study. The conceptual model is then established by researchers. The conceptual model will then be used to create the hypotheses. The operationalization of the variables, which in this study includes both independent and dependent variables, is the final step.

3.1 Theoretical Frameworks

The researchers looked to three earlier research models to develop the conceptual framework:

Table 3.1.1: The basic research framework for a closer look at Malaysia's adoption of technology and m-commerce.
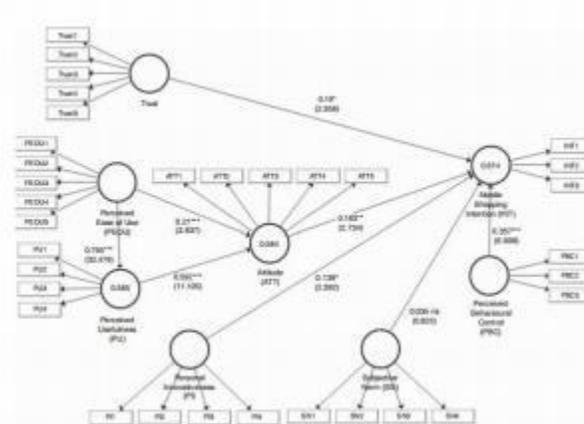
Source:
Ghazali E.M.,Mutum D.S.;Chong J.H. and Nguyen B.(2018).Do consumers want mobile commerce? A closer look at M-shopping and technology adoption in Malaysia.Asia Pacific Journal of Marketing.Vol. 30 No. 4, p.1064-1084.

Ghazali E.M.,Mutum D.S.;Chong J.H. and Nguyen B.(2018) studied "Asia Pacific Journal of Marketing."The study mainly shows how beneficial the findings are to practitioners when introducing new business facets in retail while utilizing marketing strategies to increase future M-shopping usage.

Table 3.1.2: The second research framework for Moderating effects of education and discipline
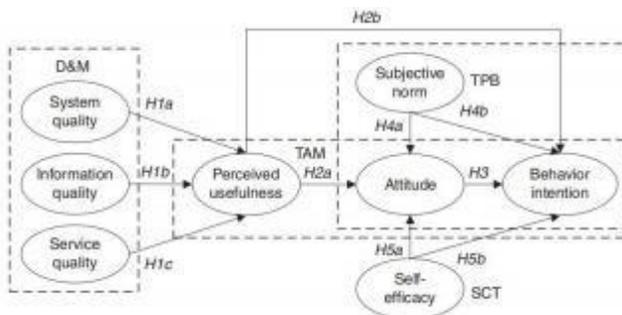

Source:
Zhang Y. and Hu J. (2016). The intention of Chinese students to use mobile library apps and the impact of their academic standing and discipline.Chinese students`behavior intention.Vol. 34 No. 4,p. 639-656.

In 2016, Hu J., Zhang Y., and others looked into "Chinese students' behavior intention." The study's main conclusion is that there are some limitations that need to be addressed in future research even though the study's findings provide some valuable insights for understanding behavior intentions toward m-library service apps.

3.2 Conceptual Framework

Based on prior studies, theoretical ideas, and testing literature that show the impact of independent variables including publicity, feeling, interest, demand, and quality on food tourist consumption, the conceptual framework has been modified. Publicity and the use of food tourism have an impact on dependent variables, such as the tourism-related consumption of local cuisine.

It was found that the independent variables of perceived usefulness, perceived ease of use, attitude, trust, and social influence had an effect on people's behavioral intention to use Douyin based on prior research, theoretical concepts, and testing literature.This resulted in a change in the conceptual framework. Trust and perceived utility, among other things, had an effect on dependent variables like attitude.

Table 3.2.1: Zhengzhou Social Influence influence the determinants of shake content production.
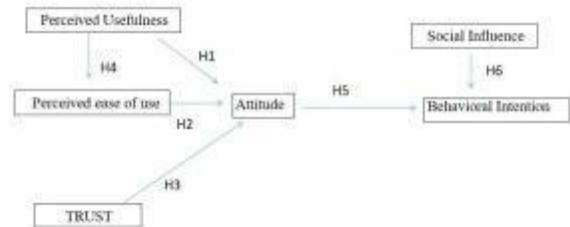
3.3 3 Research Hypotheses

The researcher's assumption regarding the relationship between two or more variables is known as a hypothesis. Six hypotheses are developed from the conceptual framework mentioned above, and they are as follows:

H1o: Perceived Usefulness has no significant influence on behavioral intention.

H1a: Perceived Usefulness has significant influence on behavioral intention.

H2o: Perceived ease of use has no significant influence on behavioral intention.

H2a: Perceived ease of use has significant influence on behavioral intention.

H3o: Trust has no significant influence on behavioral intention.

H3a: Trust has significant influence on behavioral intention.

H4o: Perceived Usefulness has no significant influence on Perceived ease of use.

H4a: Perceived Usefulness has significant influence on Perceived ease of use.

H5o: Attitude has no significant influence on behavioral intention.

H5a: Attitude has significant influence on behavioral intention.

H6o: Social Influence has no significant influence on behavioral intention.

H6a: Social Influence has significant influence on behavioral intention.

3.4 Operationalization of Variables
Table 3.4.1- Operationalization of Variables

Variables	Concept of Variables	Operational Components	Measurement Scale
Social Influence	Societal norms and images make up social influences. Several more studies have expanded TAM by utilizing trust and PI to forecast whether M-commerce and mobile payments would be accepted in different scenarios.	1. People who influence my behavior often advise me to post on Douyin. 2. Someone important to me supports me in using Douyin. 3. Use Douyin to publish works because of friends' influence. 4. In my social environment,Douyin is the majority. 5. I use Douyin to post work because so many people do it.	Interval Scale (Likert 1-5)
Perceived Usefulness	A person's subjective opinion of a technology's usefulness that can improve work performance is known as PU.	1. Publishing works at Douyin can relieve me. 2. Using Douyin to post works can fill my debris time. 3. Using Douyin can make my life much easier. 4. Overall, Douyin has helped me a lot in my life.	Interval Scale (Likert 1-5)
Perceived ease of use	PEOU measures how much a person thinks utilizing a system requires no physical or mental effort.	1. I think using Douyin is very simple. 2. I think learning to use Douyin is very simple. 3. I don't think learning to use Douyin needs to work very hard. **4.** Overall, the Douyin is very easy to use.	Interval Scale (Likert 1-5)
Attitude	With the help of a modified short form of the Community Living	1. Recommend somebody to post work at Douyin is a good decision. 2. Using Douyin to publish a work is a wise decision. 3. Using Douyin has become my habit. 4. Overall I like to use the Douyin.	Interval Scale (Likert 1-5)
Behavioral Intention	According to studies, the relationship between intention and behavior is still effective.	1. I will continue to post the videos using Douyin. 2. I would recommend using Douyin to my friends to post videos. 3. I will teach my friends how to use Douyin. 4. I will not uninstall the Douyin.	Interval Scale (Likert 1-5)
Trust	The link between transformative leadership and workforce performance is mediated by "trust."	1. I believe in Douyin this software. 2. I trust Douyin and will keep posting the videos. 3. I would recommend Douyin to my friends. 4. Overall, I will always use Douyin.	Interval Scale (Likert 1-5)

4. RESEARCH METHODOLOG

A structured questionnaire was used to collect primary data from the respondents in this study.

4.1 Methods of Research Used

For this study's primary data collection, quantitative techniques were used. The study's methods are all explained, and six parts with detailed instructions are provided for conducting the study.

The pre-test of the questionnaire, research tools and questionnaires, data collection and procedures, and statistical analysis of the data are all covered in the research method for this study.

 To begin with, the Likert Scale survey method was used in this study, with responses ranging from strongly disagree to strongly agree. Additionally, the scale had a 5 point scale with a strongly disagree to strongly agree range. The SPSS reliability test employed Cronbach's alpha. The

demographic information of the respondents was analyzed and interpreted using descriptive analysis, and the composition of the questionnaire was distributed via an online survey after that. Last but not least, correlation analysis and inference statistics are used to examine the causal relationship between the independent and dependent variables. Correlation analysis and multiple linear regression are used to determine whether independent variables have a statistical impact on dependent variables. Secondary data analysis were also employed in this study to support a significant body of data.

4.2 Respondents and Sampling Procedures

4.2.1 Target Population

The target respondents for this study are people who frequently reside in Zhengzhou, Henan Province, China. They are unable to estimate the actual population of Zhengzhou due to the high level of population mobility.

4.2.2 Sampling Size

The formula Cochran (1977) used to calculate sample size without knowing the number of populations was used by the authors to calculate the sample size of respondents in this study. to determine the necessary sample size for an unknown population with a 95% confidence level, a 50% standard deviation, and a 5% margin of error. The formula for determining sample size is provided below.

Table 4.2.1 *Unknown to Cocharan is aformulafor*

$$n = \frac{Z_{\frac{\alpha}{2}}^{2}\, p(1-p)}{e^{2}}$$

calculating the sample size of the intended population (1977)

Note:
Z = Selected critical value of desired confidence level.
n = Sample size
p = Estimated proportion of an attribute that is present in the population (if unknown = 0.5)
e = Desired level of precision (acceptable sampling error)

Table 4.2.2 Table of a Z-Score for the most common confidence levels

Dimensions	Items	Cronbach`s Alpha
Social Influence	5	0.876
Perceived	4	0.973
Perceived ease of	4	0.974
Attitude	4	0.819
Behavioral	4	0.897
TRUST	4	0.786

4.2.3 Sampling Procedure

In this study, the researcher used non-probability sampling, which involves non-random selection based on convenience and ease of data collection. As a result of the respondents being initially screened in accordance with the research objective, the researchers decide to use the convenience sampling and snowball sampling methods to collect data. The sampling will be chosen based on usefulness and proximity. Researchers chose to use a non-probability sampling method in their studies due to time restrictions and the need for social distance in the specific situation. This strategy works well because the convenience sampling method makes it simple for the researcher to gather data.

4.3 Research Instrument (Questionnaire)

The questionnaire consists of three sections   with a total of 32 questions. Identification of respondents who have settled in Zhengzhou can be done using the screening question from the first section. The second section contains information about the respondents' demographics, and the third section contains information about the questionnaire's dependent and independent variables. The particulars are as follows:

Table 4.3.1 Summary of Questionnaire Design

	Variables	Number of Questions	Questionnaire Scale
Part I	Screening Questions	Question 1 – 3	Nominal Scale
Part II	Demographic Information	Question 4 – 7	Nominal Scale
Part III	Measurement of Variables	Question 8- 32	Interval Scale

testing Questionnaire

The respondents' understanding of the questionnaire's questions prior to the test is essential because it can help researchers better understand and improve the questions. In order to identify any errors in the questionnaire before formally collecting data, researchers decided to predict 30 respondents.

Table 4.4.1 Pre-Testing Result (N=30)

Dimensions	Items	Cronbach`s Alpha
Social Influence	5	0.893
Perceived Usefulness	4	0.951
Perceived ease of use	4	0.968
Attitude	4	0.853
Behavioral Intention	4	0.872
TRUST	4	0.812

4.5 Collection of Data

For this study, both primary and secondary sources of data were consulted. Primary data are those that are obtained through surveys from respondents themselves. The original data is regarded as a reliable source because it was initially gathered from respondents who satisfied the requirements set forth in relation to the research topic.People who visited

southern Chinese provinces and cities in the previous two years make up the majority of the data gathered in the questionnaire. Additionally, the primary method of data collection entails gathering respondents' experiences and awarding them five points on a Likert scale in order to assess the social impact factors affecting the Douyin content creators in Zhengzhou. Respondents who don't fit the bill will be disqualified from the study, per its objectives. Two months, from December 1, 2022, to January 30, 2023, are set aside for collection. In addition, the researchers perfectly applied the secondary data that was gathered from trustworthy sources or articles to this study.

4.6 Statistical Treatment of Data

439 completed and remembered questionnaires will be coded in symbolic form after data collection is finished, and the Yamoway program will be used to test hypotheses. The following are the statistical data that were gathered: In addition to using descriptive analysis to separate the respondents based on gender, age, and income, this study also employed simple linear regression and multiple linear regression methods. Analyze the connection between two quantitative, continuous

variables as well as how much each one affects customer satisfaction.

5. PRESENTATION OF DATA AND DISCUSSION OF RESULT

The behavioral intention factors influencing the Douyin content creators in Zhengzhou, Henan Province, China, are examined in this chapter. There are primarily three parts to it. The descriptive analysis of population factors is presented in the first section. The descriptive analysis of dependent and independent variables is covered in the second section. The third section, which is the reasoning analysis, is where all of the study's hypotheses are tested.

5.1 Descriptive Statistics

Researchers compiled information from 439 questionnaires, including information on gender, age, occupation, educational attainment, and monthly income, to create a comprehensive demographic profile.

From 439 respondents, 181 respondents (41.23%) are Bachelor degree, followed by 87 respondents (19.82%) are College degree, and then 71 respondents (16.17%) are from junior high school . 68 respondents（15.49%）are High school degree. 32 respondents (7.29%) are Doctoral degree or above.

Table 5.1.1 - Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	234	234	53.2	53.2
Female	206	206	46.8	100.0
Total	439	100.0	100.0	

From a total of 439 respondents, men (53.2%) and women (46.8%) made up the majority of respondents.

Table 5.1.2 - Age

Age	Frequency	Percent	Valid Percent	Cumulative Percent
Under 16 years old	52	52	11.85	11.85
17 to 25 years old	105	105	23.92	35.77
26 to 35 years old	142	142	32.35	68.12
36 to 45 years old	107	107	24.37	100.0
Total	439	100.0	100.0	

The majority of respondents in this research are aged 26 to 35 years old, with 142 respondents (32.35%), followed by respondents aged 36 to 45 years old with 107 respondents (24.37%), 105 respondents (23.92%) who are aged 17 to 25 years old, and the lowest, 52 respondents (11.85%) who are aged Under 16 years old.

Table 5.1.3 - Educational background

Educational background	Frequency	Percent	Valid Percent	Cumulative Percent
High school degree	68	15.49	15.49	15.49
College degree	87	19.82	19.82	35.31
Bachelor degree	181	41.23	41.23	76.54
Master degree	71	16.17	16.17	92.71
Doctoral degree or above	32	7.29	7.29	100.0
Total	439	100.0	100.0	

Table 5.1.4 - Monthly income

Monthly income	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 2500 yuan	65	14.81	14.81	14.81
2600-4000 yuan	17	3.87	3.87	18.68
4000-5400 yuan	54	12.3	12.3	30.98
5500-7000 yuan	159	36.22	36.22	67.2
More than 7000 yuan	144	32.8	32.8	100

Lrity of survey participants earn between 5500 and 7000 RMB per month，with 159 respondents (36.22%), followed by 144 respondents (32.8%) having an income per month more than 7000 RMB, then 65 respondents (14.81%) have earned less than 2500 yuan per month, and 54 respondents (12.3%) have between 4000-5400 RMB per month, lastly, 17 respondents (3.87%) having an income of between 2600-4000 RMB per mont.

Table 5.2. 1 displays each question's mean and standard deviation. There are five questions on it: "People who influence my behavior often advise me to post on Douyin." " Someone important to me supports me in using Douyin. " "Use Douyin to publish works because of friends' influence." "In my social environment,Douyin is the majority." and "I use Douyin to post work because so many people do it. " The mean values for the four questions were 3.85, 3.95 3.98, 3.90 and 3.72, respectively. The standard deviations were 0.996, 0.913, 0.967, 0.942 and 0.844, respectively. "People who influence my behavior often advise me to post on Douyin." has the highest standard deviation at 0.996.

5.2 Descriptive Analysis of Dependent and Independent Variables

Table 5.2.1: The analysis of Social Influence by using mean and standard deviation

Variable	Questions	Mean	SD
Social Influene	SI 1: People who influence my behavior often advise me to post on Douyin.	3.85	0.996
	SI 2: Someone important to me supports me in using Douyin.	3.95	0.913
	SI 3:Use Douyin to publish works because of friends' influence.	3.98	0.967
	SI 4: In my social environment,Douyin is the majority.	3.90	0.942
	SI 5: I use Douyin to post work because so many people do it.	3.72	0.844

Table 5.2.2: The analysis of Perceived Usefulness by using mean and standard deviation

Variable	Questions	Mean	SD
Perceived Usefulness	PU 1: Publishing works at Douyin can relieve me.	3.72	0.837
	PU 2: Using Douyin to post works can fill my debris time.	3.74	0.860
	PU 3: Using Douyin can make my life much easier.	3.74	0.831
	PU 4:Overall, Douyinhas helped me a lot in my life.	3.70	0.850

Table 5.2.2 displays each question's mean and standard deviation. There are four questions on it: "Publishing works at Douyin can relieve me. " " Using Douyin to post works can fill my debris time." "Using Douyin can make my life much easier." and "Overall, Douyin has helped me a lot in my life." The four questions had respective mean scores of 3.72, 3.74, 3.74, and 3.70. The standard deviations were, respectively, 0.837, 0.860, 0.831, and 0.850. The standard deviation of "Using Douyin to post works can fill my debris time." is highest at 0.860.

Table 5.2.3: The analysis of Perceived ease of use by using mean and standard deviation

Variable	Questions	Mean	SD
Perceived ease of use	PEOU1: I think using Douyin is very simple.	3.39	0.843
	PEOU2: I think learning to use Douyin is very simple.	3.42	0.874
	PEOU3: I don't think learning to use Douyin needs to work very hard.	3.43	0.853
	PEOU4: Overall, the Douyin is very easy to use.	3.45	0.890

Table 5.2.3 reveals the average and range for each question. It includes four questions: "I think using Douyin is very simple. " " I think learning to use Douyin is very simple." " I don't think learning to use Douyin needs to work very hard." and "Overall, the Douyin is very easy to use." The four questions' respective means were 3.39, 3.42, 3.43, and 3.45. The corresponding standard deviations were 0.843, 0.874, 0.853, and 0.800. Having a standard deviation of 0.890, "Overall, the Douyin is very easy to use" has the highest variance.

Table 5.2.4: The analysis of Attitude by using mean and standard deviation

Variable	Questions	Mean	SD
Attitude	ATT1: Recommend somebody to post work at Douyin is a good decision.	3.66	0.862
	ATT2: Using Douyin to publish a work is a wise decision.	3.68	0.867
	ATT3: Using Douyin has become my habit.	3.89	0.940
	ATT4: Overall I like to use the Douyin.	4.03	0.913

Table 5.2.4 demonstrates the average and range of each question. Four questions make up this test: "Recommend somebody to post work at Douyin is a good decision." " Using Douyin to publish a work is a wise decision. " " Using Douyin has become my habit." and "Overall I like to use the Douyin." The four questions' respective mean scores were 3.66, 3.68, 3.89, and 4.03 respectively. The standard deviations were, respectively, 0.862, 0.867, 0.940, and 0.913. The statement with the highest standard deviation (0.940) is "Using Douyin has become my

Table 5.2.5: The analysis of Behavioral Intention by using mean and standard deviation

Variable	Questions	Mean	SD
Behavioral Intention	BI1: I will continue to post the videos using Douyin.	3.88	0.971
	BI2: I would recommend using Douyin to my friends to post videos.	3.82	0.936
	BI3: I will teach my friends how to use Douyin.	3.86	0.904
	BI4: I will not uninstall the Douyin.	3.91	0.902

Table 5.2.5 reveals the average and range of each question. It consists of four questions: " I will continue to post the videos using Douyin. " " I would recommend using Douyin to my friends to post videos." " I will teach my friends how to use Douyin." and "I will not uninstall the Douyin." The four questions' respective mean scores were 3.88, 3.82, 3.86, and 3.91. The corresponding standard deviations were 0.971, 0.936, 0.904, and 902. The standard deviation for "I'll keep posting videos on Douyin" is highest, coming in at 0.971.

Table 5.2.6: The analysis of Trust by using mean and standard deviation

Variable	Questions	Mean	SD
Trust	TR1: I believe in Douyin this software.	4.01	0.934
	TR2: I trust Douyin and will keep posting the videos.	3.84	0.878
	TR3: I would recommend Douyin to my friends.	3.82	0.890
	TR4: Overall, I will always use Douyin.	3.71	0.869

posting the videos." "I would recommend Douyin to my friends." and "Overall, I will always use Douyin." The four questions had respective mean values of 4.01, 3.84, 3.82, and 3.71. The standard deviations were respectively 0.934, 0.878, 0.890, and 0.869. The standard deviation of "I believe in Douyin this software." is the highest at 0.934.

5.3 3Correlation Analysis

The strength of correlation can be classified into 5 levels (Ganti, 2020), as shown in the table below：

Table 5.3.1 Correlation value criteria interpretation

Value	Strength of correlation
0.0-0.19	Very weak relationship
0.2-0.39	Weak relationship
0.4-0.59	Moderate
0.6-0.79	Strong relationship
0.8- 1.00	Very strong relationship

Table 5.3.2 The result of Correlation Relationship between Independent Variables and Dependent Variable

	Significant Value at the 0.01 level (two-tailed)	Level of Correlation	Strength of Correlation
Social Influence	.000	.460	Moderate
Perceived Usefulness	.000	.380	Weak relationship
Perceived ease of use	.000	.380	Weak relationship
Attitude	.000	.577	Moderate
Trust	.000		

** *Correlation is significant at the 0.01 level (2-tailed).*

5.4.4 Hypothesis Testing

H1o: Perceived Usefulness has no significant influence on behavioral intention.

H1a: Perceived Usefulness has significant influence on behavioral intention.

H2o: Perceived ease of use has no significant influence on behavioral intention.

H2a: Perceived ease of use has significant influence on behavioral intention.

H3o: Trust has no significant influence on behavioral intention.

H3a: Trust has significant influence on behavioral intention.

H4o: Perceived Usefulness has no significant influence on Perceived ease of use.

H4a: Perceived Usefulness has significant influence on Perceived ease of use.

H5o: Attitude has no significant influence on behavioral intention.

H5a: Attitude has significant influence on behavioral intention.

H6o: Social Influence has no significant influence on behavioral intention.

H6a: Social Influence has significant influence on behavioral intention.

Table 5.4.1 Model Summary from Multiple Regression Analysis

Model	R	R Square
1	0.556	0.309
a. Dependent Variable: Customer Loyalty		
b. Predictors: (Constant): Perceived Quality, Preceived Value, Reputation Image, Customer Complain, Customer Satisfation.		

Table 5.4.2
The Analysis Multiple Linear Regression.

	Standard Estimate Beta	t	p
H1a：ATT← PU	.148	3.311	＜0.01
H2a :ATT←PEOU	.128	3.000	.003
H3a：ATT← TR	.826	7.797	＜0.01
H4a：PEOU← PU	.559	12.397	＜0.01
H5a：BI← ATT	.628	10.552	＜0.01
H6a：BI←SI	.283	3.444	＜0.01

From Table 5.4.2 showed the result by Multiple Linear Regression that the significant less than 0.01, which is low than 0.05. It means that the H1-H6 is supported . Therefore, Perceived Quality, Preceived Value, Reputation Image, Customer Complain, Customer Satisfation has a significant influence on Customer Loyalty.

Table 5.4.3 Summary of Hypothesis Testing Result

Hypothesis Testing			
Hypothesis	Standardized Coefficients Beta	Sig.	Result
H1o: Perceived Usefulness has no significant influence on behavioral intention.	.148	.000	support
H2o: Perceived ease of use has no significant influence on behavioral intention.	.128	.000	support
H3o: Trust has no significant influence on behavioral intention.	.826	.000	support
H4o: Perceived Usefulness has no significant influence on Perceived ease of use.	.559	.000	support
H5o: Attitude has no significant influence on behavioral intention.	.628	.000	support
H6o: Social Influencehas no significant influence on behavioral intention.	.283	.000	support

Table 5.4.4 Model Summary from Multiple Regression Analysis

係數ª

模型	非標準化係數		標準化係數	T	顯著性	共線性統計資料	
	B	標準錯誤	Beta			允差	VIF
1 （常數）	.669	.167		3.992	.000		
PU	.345	.041	.367	8.359	.000	.612	1.633
PEOU	.064	.039	.070	1.666	.096	.666	1.502
ATT	.231	.050	.219	4.632	.000	.531	1.884
BI	.073	.047	.077	1.555	.121	.477	2.099
TR	.140	.060	.128	2.324	.021	.389	2.573
a. 應變數\: S							

Table5.4.5: Determinant Factors Influencing Local Cuisine Tourism Consumption in the South Part of China Model
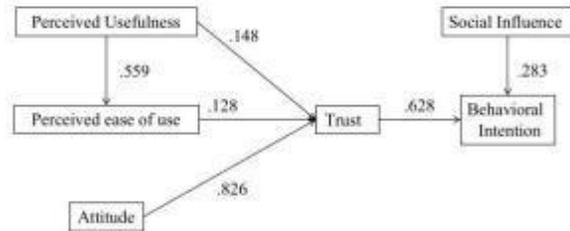
It can be seen from Table 5.4.8 that the significance level of Social Influence, Perceived Usefulness, Perceived ease of use, Attitude, Behavioral Intention, Trust is higher than 0.01, so these factors have an impact on the behavioral intention of Zhengzhou Douyin content producers.

6. SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

This section provides a summary of the study's findings. A summary of the findings, a discussion and conclusion, recommendations for improvement, and future research were the four sections of the study. The section of summary findings originally covered the outcomes of the descriptive analysis and hypothesis testing. In the section titled "Discussion and Conclusion," the findings were then compiled and discussed.The researcher then provided recommendations based on the findings, with additional research—which was about making improvements for the following study—being the final one.

6.1 Summary of Findings

Summary of Descriptive Analysis
For data analysis, the researcher sent links to online questionnaires to respondents who had visited southern Chinese provinces or cities in the previous two years. With a total of 234 respondents, or 53.2% of the sample, the majority of the respondents were men. Second, 32.35% of the 142 respondents fell into the 25 to 35 age group, which was the largest among all other age groups. Thirdly, 181 respondents (41.23%) have a bachelor's degree. In terms of personal monthly income, the majority of survey participants— 159 respondents, or 36.22%—have monthly incomes of between 5500 and 7000 RMB.

Table 6.1.1 The summary results of mean, standard deviation, and interpretation of all variables

Variables	N	Mean	Standard Deviation
Social Influence	439	3.88	0.764
Perceived Usefulness	439	3.73	0.813
Perceived ease of use	439	3.42	0.833
Attitude	439	3.82	0.721
Behavioral Intention	439	3.87	0.811
TRUST	439	3.85	0.700

Additionally, the dependent variable, behavioral intention, had a mean value of 3.87 and a standard deviation of 0.811 according to the mean and standard deviation in the table above from interpretation. Social influence, perceived utility, perceived usability, attitude, and trust were the five variables that made up the independent variable. Their respective mean values were 3.88, 3.73, 3.42, 3.82, 3.87, and 3.85. According to table 6.1.1's mean value for all independent variables, all respondents either agreed or had no opinion about each independent variable. All of the questions had standard deviation values of 0.764, 0.813, 0.833, 0.721, 0.811, and 0.700, respectively. Among the independent variables, the perceived ease of use had the highest standard deviation value.

6.1.2 Summarization of Hypothesis testing
Table 6.1.2 displays a summary of the results of the hypothesis test. When the "P value," or significant value, is less than 0.05, there is a statistically significant relationship between the independent and dependent variables. The test results show that social influence, perceived usefulness, perceived ease of use, attitude, and trust have a statistically significant impact on the regional cuisine because their significant values are less than 0.05.

Table 6.1.2 Hypothesis Testing

Hypothesis Testing			
Hypothesis	**Standardized Beta**	**Sig.**	**Result**
H1o: Perceived Usefulness has no significant influence on behavioral intention.	.148	.000	support
H2o: Perceived ease of use has no significant influence on behavioral intention.	.128	.000	support
H3o: Trust has no significant influence on behavioral intention.	.826	.000	support
H4o: Perceived Usefulness has no significant influence on Perceived ease of use.	.559	.000	support
H5o: Attitude has no significant influence on behavioral intention.	.628	.000	support
H6o: Social Influence has no significant influence on behavioral intention.	.283	.000	support

6.2 Discussion and Conclusion

Multiple linear regression was used to test the theory. The findings demonstrated the statistical significance of the six null hypotheses, H1, H2, H3, H4, H5, and H6. According to Pearson correlation analysis, social influence, perceived utility, perceived usability, attitude, and trust all significantly positively correlate with one another. The findings demonstrate that trust, with a value of 0.826, has the greatest influence. With an of 0.628, attitude is the second factor. The third factor, perceived usefulness, has a value of 0.559. The value of the fourth factor, social influence, is 0.283. The fifth factor, perceived usefulness, has a value of 0.148. Perceived ease of use is last, with a beta Standardize coefficient of 0.128, and is considered to be the least significant factor. Before the study began, it was thought that perceived ease of use had a greater effect on the impact of the results; at the end of the study the opposite was found through the data. Summary results are shown in Figure 6. 1.2. The age restriction was not taken into account before the study started, so at the end of the study, the complete results were not reflected due to the age restriction.

6.3 Recommendations

The results of this study show that social influence, perceived utility, perceived usability, attitude, and trust are all elements that affect content producers' behavior in Zhengzhou Shake. Therefore, it is crucial to comprehend these factors and optimize them as soon as possible. These elements influence users' behavioral intentions in a favorable way. In the future, Douyin should use social influence and other factors for further strategic planning.

Improve the quality of services to meet the needs of users. More online activities can also be carried out to make users interested in the continued production of Douyin content and reduce customer churn.

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Appendixes

Appendix 1:QUESTIONNAIRE ENGLISH VERSION

A Study of the Social Influence of Zhengzhou Douyin Content Producers

With the rapid development of technology and the renewal of the Internet, people's lives have become richer, and fragmented time is gradually filled up. Douyinhas been rapidly developing and improving since its launch in 2016. in 2022, the number of Douyin users is around 809 million, and the number of daily users reaches 700 million. On this premise, the social influence and customer engagement of ShakeYin are studied in depth within Zhengzhou.

Part I: Screening Questions
Do you live in Zhengzhou? (Select only 1)

Yes,Please continue to answer.

No,Thank you to participate.

Have you posted your work on Douyin in the last six months?

Yes,Please continue to answer.

No,Thank you to participate.

Do you have any experience of using Douyin to post your work?

Yes,Please continue to answer.

No,Thank you to participate.

Part II: Demographics Questions

What is your gender?

Male

Female

How old are you?(Select only 1)

Under 16 years old

17 to 25 years old

26 to 35 years old

36 to 45 years old

Over 46 years old

What is your level of education?

High school degree

College degree

Bachelor degree

Master degree

Doctoral degree or above

What is your monthly disposable income?

Less than 2500 yuan

2600-4000 yuan

4000-5400 yuan

5500-7000 yuan

More than 7000 yuan

Part III: Variable Questions

1   = Strongly disagree

2   = Disagree

3   = Neither agree nor disagree

4   = Agree

5   = Strongly agree

No.		1= strongly agree	2= agree	3= neither agree nor disagree	4= disagree	5= strongly disagree

Social Influence						
1	People who influence my behavior often advise me to post on Douyin.					
2	Someone important to me supports me in using Douyin.					
3	Use Douyin to publish works because of friends' influence.					
4	In my social environment,Douyin is the majority.					
5	I use Douyin to post work because so many people do it.					

Perceived Usefulness						
6	Publishing works at Douyin can relieve me.					
7	Using Douyin to post works can fill my debris time.					
8	Using Douyin can make my life much easier.					
9	Overall, Douyinhas helped me a lot in my life.					

Perceived ease of use						
10	I think using Douyin is very simple.					
11	I think learning to use Douyin is very simple.					
12	I don't think learning to use Douyin needs to work very hard.					

13	Overall, the Douyin is very easy to use.					

Attitude						
14	Recommend somebody to post work at Douyin is a good decision.					
15	Using Douyin to publish a work is a wise decision.					
16	Using Douyinhas become my habit.					
17	Overall I like to use the Douyin.					

Behavioral Intention						
18	I will continue to post the videos using Douyin.					
19	I would recommend using Douyin to my friends to post videos.					
20	I will teach my friends how to use Douyin.					
21	I will not uninstall the Douyin.					

Trust						
22	I believe in Douyin this software.					
23	I trust Douyin and will keep posting the videos.					
24	I would recommend Douyin to my friends.					
25	Overall, I will always use Douyin.					