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Psychological and Behavioral Research of Mainstream Social Media Users

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CONTENT

ABSTRACT

PSYCHOLOGICAL AND BEHAVIORAL RESEARCH OF MAINSTREAM SOCIAL MEDIA USERS

With the rapid development of social media, more and more businesses are using social media marketing. There are various types of social media with their own particularities, so only targeted social media marketing strategies can play a more effective role. However, there is not enough existing research targeting customized marketing strategies for different social media platforms, especially social media unique to China. Therefore, this study mainly wants to explore the differences between several mainstream social media in Mainland China and Hong Kong, as well as the relationship between three aspects of value and marketing goals. This study adopted the online questionnaire to collect data. Through data analysis, this paper compares the differences of five mainstream platforms in three value dimensions and finds that the three studied values can basically have positive impacts on marketing goals. The last part of the paper provides some suggestions for enterprises' marketing activities based on the research results.

1. Introduction

a. Background

Nowadays, the digital environment is distinct from the past few years. Organizations use different platforms to promote their product instead of the traditional way. Social media has also become one of the influential elements in different perspectives of our lives (Alalwan, 2018). Social media platforms have also become a new place for people and organizations to undergo various activities socially (Hawkins and Vel, 2013). Meanwhile, the development of numerous social media platforms also contributes to social media marketing. Although most marketers may be aware of the transformation of the marketing campaign and implementation, they may overlook the factor that can enhance the efficiency of social media marketing (Alalwan, 2018).

Meanwhile, the issues of information explosion may also arise while the communication process is fast and the information is bountiful. Especially in the marketing and advertising fields, while the information overload and audiences are bombarded with excessive advertising, they hate advertisements (Brenner, 2020). This phenomenon may become an obstacle for marketing because it is more competitive for marketers to capture the consumers' minds.

Therefore, companies should understand how to market more efficiently with fewer advertising elements and at a lower frequency. Therefore, marketers do not only need to make a suitable selection on the social media platform but also the priceless value they can bring to the audiences through the platforms to achieve the marketing goals and maximize effectiveness.

b. Literature review & gap

Many marketing scholars are studying the more efficient and effective usage of social media platforms (Zhu and Chang, 2016). In light of the widespread use of social media, it plays a vital role in the current promotion. Many scholars have been studying different aspects of the value that social media platforms can bring to users. (Alalwan et al., 2017). Voorveld (2018) measured the digital engagement between different social media platforms and audiences. Each platform has its unique performance based on various dimensions such as emotion, interaction, topicality, etc. It reflects that all social media platforms do have their characters and focuses. The advertisements on social media are affecting customer purchase intention. Experimental observations carried out in the past show that customer purchase intention and five factors were noticed to significantly impact the customer's purchase intention (Alalwan, 2018).

Social media marketing has been used for these years. It effectively builds a more intensive relationship with consumers, develops the brand image and exposure, and increases sales. E-word of mouth, online communities, and online advertisement strongly impact brand loyalty (Balakrishnan, 2014). Social media provides a channel to let brands interact with customers. A brand needs to have loyal customers.

The past studies have focused on multiple social media platforms to understand their characters and natures. Shareef et al.(2017) examined the various social media on different factors, targeting some famous platforms such as Facebook, Twitter, YouTube, LinkedIn, etc., based on their entertainment, informativeness, irritation, advertising value, and attitudes. The usage,

psychological dependence, and habit also could be reflected in consumer practice (Kaya, 2016). However, not many Chinese social media platforms have been investigated. The usage of Chinese social media platforms is becoming more popular, for example, Weibo, Tiktok, Bilibili, etc. These are also worth studying to enhance social media marketing which also targets the China market.

c. Research objectives:

Given the gap mentioned, this research will attempt to study the following two questions:

- **i.** Are there differences in the value that the six major social media platforms bring to users?
- **ii.** Do the three values that we want to study have a high positive impact on the intention of users to take specific actions?

d. Theoretical foundation:

Organizations are investing more and more in social media advertising. There is a constant search for new techniques to measure the effectiveness of social media advertising and build campaigns that encourage customers to purchase products and services.

There exists a strong correlation between customer purchase intention and social media advertising due to the many forms of entertainment available. People use social media as an escape from their daily lives and an outlet for their need to be sociable, cheery, and joyful (Popoola, 2014). According to Lee and Hong (2016), the value of media entertainment was linked to its capacity to meet consumers' demands for escapism, pleasure, emotional

expression, and stress reduction. According to Akman and Mishra (2017), users' perceptions of advertising are influenced by their enjoyment of entertainment. Well-crafted advertising messaging positively influences user sentiments regarding the advertisement and product attitudes. Advertisements are seen as warm, leading to more dynamic behavior and better product perceptions among users (Akman & Mishra, 2017). Consumers that engage in digital social contact for entertainment are more likely to make purchases in the future. A purchase intention combines a consumer's interest in and likelihood to buy a product (Kim & Ko, 2012). Numerous studies demonstrate the importance of using content relevant to the clients' requirements and interests.

According to the traditional model of the decision-making process, a model for decision-making steps was first proposed by John Dewey (1910) and consisted of five stages of the problem-solving process. This model was later extended by Engal et al. (1978) applied to consumer behavior. This model consists of problem recognition, information search, evaluation of alternatives, product choice, and outcomes or post-purchase and is accepted and used in a plurality of the literature regarding consumer behavior (Blackwell et al., 2005; Hawkins et al., 2003; Solomon et al., 2013). Information search, the second stage of the model, occurs in the decision-making process. Precise information about the products or services, including the function and guidelines, is one of the main factors the consumer would pay attention to when making the purchasing decision. From the previous study, the respondents are likely to give further research on the products or services they have to see on social media. The higher the quality of the information provided by a product or service, the more likely consumers are to visit retail channels (Strebel et al. 2004, p.101). In the rapidly changing high-tech products and services field, clear information maybe even more important because it helps consumers summarize reliable information about a particular brand or

product (Strebel et al., 2004, p. 101). It can also be considered the step of people deciding on buying.

More detailed information provided on social media might create more trust. Trust is a critical factor in the relationship between consumers and businesses because consumers have no control over business behavior (Deutch, 1958; Mayer et al., 1995). Trust is defined as "the expectation of the principal by the trustee's motive and behavior" (Doney Cannon & Cannon, 1997, p.37; Mayer et al.) (Doney & Cannon, 1997, p.37; Jarvenpaa et al., 2000, p.45) Schur and Ozanne (1985) revealed that trust affects consumer attitudes, which influence consumer behavior towards businesses. Furthermore, high trust leads to a favorable attitude towards companies than low trust (Schurr & Ozanne, 1985, p.950). Providing valuable and practical information can increase consumer confidence in the quality of products and services and thus increase consumers' willingness to buy brands. An informative post on social media is likely to impact consumers' desire to have purchase intention positively. Consumer trust in e-commerce platforms is a fundamental issue. Many consumers simply use it to learn about your products and services and purchase them through a desktop platform. However, users can overcome anxiety barriers in online e-commerce with deeper insight, gaining initial confidence, and building trust.

i. Hypothesis 1 & 2

Current research has revealed that the volume of information is also an essential factor. That's why marketers need to put more effort into the quality and quantity of the information they present. Comprehensive and up-to-date information covering all aspects of the product (i.e., its features, prices, discounts, delivery, and availability) should be considered in any social media advertisement (Mohamed et al., 2003). Therefore, in terms of the relationship between

"Entertainment Value and Practical Value" and "Intention to Purchase", we have the following hypothesis:

H1: Entertainment Value of social media will positively influence the Intention to Purchase.

H2: Practical Value of social media will positively influence the Intention to Purchase.

i. Hypothesis 3 & 4

In addition to the purchase motivation, communication and promotion effects brought by social media are also emphasized by organizations. The advent of social media has already facilitated the speed and breadth of information sharing and interactivity (Steenkamp & Hyde-Clarke, 2014). According to the definition by Kietzmann, Hermkens, McCarthy, and Silvestre (2011), "social media is the mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, co-create, discuss, and modify user-generated content" (p. 241). Without contributing to sales directly, the users on social media are also benefiting advertisers by sharing or recommending products and services to their friends because these actions increase the transmission efficiency. Therefore, we aim to research the willingness to propagate as another objective besides purchase intention. Consequently, we postulate the possible relationship between the two factors mentioned above and are willing to propagate as follows:

H2: Entertainment Value of social media will positively influence the willingness of users to propagate.

H3: Practical Value of social media will positively influence the willingness of users to propagate.

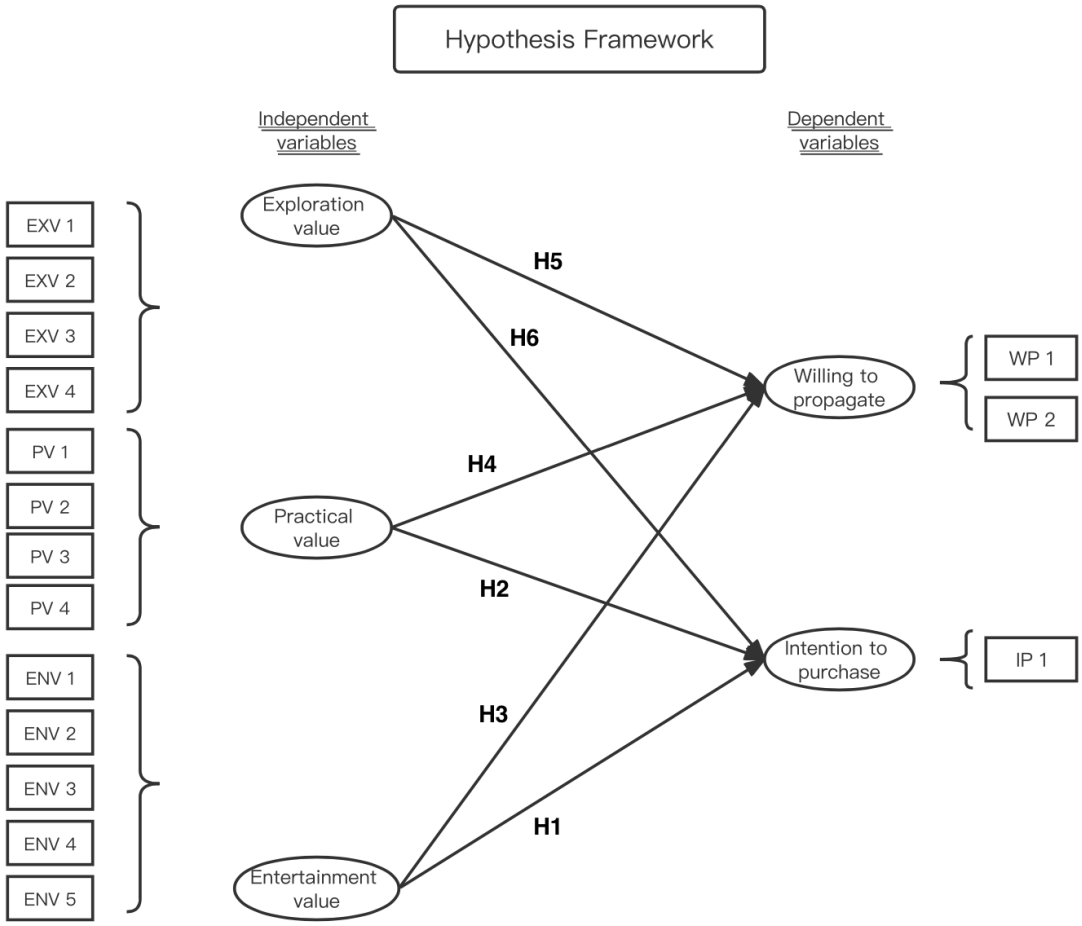
i. Hypothesis 5 & 6

The entertainment and practical value both play a role in consumer decision-making progress. The "Hierarchy of effects" (HOE) model is usually used to refer to the process by which consumers perceive, process, and use advertising and other marketing communication information (Barry and Howard, 1990). After Lavdige and Steiner (1961) introduced the HOE model to the advertising field, the HOE was a model starting from unawareness to purchase with six stages (awareness, knowledge, liking, preference, conviction, and purchase). Therefore, according to the model, entertainment and practical value could be the external factors influencing the knowledge and liking stages given by advertisers. From the perspective of advertisers, the primary goal is usually to attract consumers' attention, "enhancing the awareness," which is before the stages of knowledge and liking (Greenwald and Leavitt 1984).

On the other hand, consumers enjoy exploring new trends and products. Social media works as the platform for providing opportunities for matching the needs of both parties. Therefore, we define this kind of value offered by social media platforms as "Exploration Value," the value that can help users to seek out new brands, products, and their own needs. Similar to the impacts brought by entertainment value and practical value, we postulate that "Exploration Value" has a similar relationship with willing of users to propagate and purchase intention:

H5: Exploration Value of social media will positively influence the willingness of users to propagate.

H6: Exploration Value of social media will positively influence the intention to purchase.



2. Methodology

a. Question design

The questionnaire was adopted to collect the quantitative data by rating questions. We designed two language versions of electronic questionnaires, including the Simplified Chinese version and the English version.

The questionnaires start with background information questions, including "Gender," "Age," "The longest region you live," "Education background," and "Two social media platforms you use most frequently." To investigate more authentic feelings and experiences of respondents using social media, we require them only to answer the questions related to the two social media platforms they use most frequently to guarantee a certain familiarity with

answered social media. The following questions targeting each social media platform include four parts: Exploration Value, Practical Value, Entertainment Value, and Intention to act (Table 1). We also designed a "testing attention" question (Please select 2 for this question to demonstrate your attention) to test respondents' attention while answering the questionnaire, which helps us evaluate the reliability of the responded questionnaire.

b. Collecting process

As for questionnaire distribution, we cannot reach every potential targeted person. Therefore, we conducted non-probability sampling methods, including convenience and snowball sampling. We distributed the questionnaires by posting the link or QR code on WeChat Moments and Instagram Story and sending the link and QR code to friends and relatives via direct message.

c. Data Analysis

To analyze data, the results of two language versions were combined. Before data analytics, we conducted data cleaning to deal with invalid and missing values by checking Excel. IBM SPSS Statistics Version 26 was adopted to assist in the following statistical analysis.

Contruct	Statement
EXV1	knew some products or services
EXV2	knew some brands.
EXV3	knew some products or services existed & realized a demand for them.
EXV4	realized a demand for old products or services
PV1	knew some functions
PV2	knew the guidelines
PV3	knew the purchase channels
PV4	been motivated to do more research
ENV1	gives me enjoyment.
ENV2	makes me feel cheerful.
ENV3	gives me a pleasant feeling.
ENV4	makes me feel satisfied.
ENV5	makes me feel relaxed.
WP1	share posts on this platform
WP2	recommend the products or services mentioned in the posts
IP	purchase the products or services

(Table 1)

3. Results

a. Description of respondents

Out of 196 responses, 119 were regarded as valid questionnaires, screened by attention test questions. Thirty responses were derived from the English version questionnaire, and 89 were collected from the Chinese version. In terms of valid questionnaires, female participants accounted for 65.55%, and Male participants accounted for 32.77%, while 1.68% preferred not to say their gender. Most of the respondents (79.83%) were 18-25 years old, and the percentages for below 18-year-old, 25-30-year-old, 31-40-year-old, 41-50-year-old, and above 50-year-old are 1.68%, 10.92%, 5.04%, 0.84%, and 1.68% respectively. The longest region of living for 65.55% of respondents was Mainland China, and the figures for Hong Kong and other regions were 30.25% and 4.20%. The majority of participants had a high educational level. 88.24% of respondents were pursuing a bachelor's or associate degree. 8.4% of participants were masters or Ph.D. Only less than 4% of participants had a primary or secondary school education. Bilibili and Instagram were the two highest social media; 44% and 40.8% of respondents prefer Bilibili and Instagram, respectively. The following platforms are Weibo,

YouTube, and Zhihu with 36%, 32.8%, and 23.2%. There was only one respondent selecting Quora, and this questionnaire was regarded as invalid.

b. Exploratory Factor Analysis

Because the description statement items drafted for one construct are possibly similar or overlap with the items for another construct, we constructed Exploratory Factor Analysis to test and find the core items for each construct. EFA is a technique used to determine how far observable variables are intrinsically structured and to process ginger flavor. EFA mainly determines the degree of correlation between the factors affecting each observation variable and each observation variable. Each indicator variable is assumed to match a factor, and then the factor structure of the data is inferred from the factor loading (Norris & Lecavalier, 2009). KMO & Bartlett Test is used to compare simple correlation coefficient and partial correlation coefficient between variables. The KMO value higher than 0.8 indicates that the factors are suitable for factor analysis. At the same time, the P-value less than 0.05 of the Bartlett test also demonstrates that the elements are suitable for factor analysis (IBM, 2021).

The number of factors is set as 3. As shown in table 2, generated by SPSS, the KMO value is 0.917, and the p-value for Bartlett Test is approximately 0.000. Therefore, the items involved in the questionnaire are suitable for conducting EFA. According to factor loading (rotated) in table 3, all four Exploration Values have over 0.4 load factor in terms of factor 3; all four Practical Values have over 0.4 load factor in terms of factor 2; all four Entertainment values have over 0.4 load factor in terms of factor 1. Thus, the EFA results tell that EXV 1-4, PV 1-4, and ENV 1-5 belong to 3 constructs.

KMO & Bartlett Test		
KMO Value		0.917
Bartlett's Test of Sphericity	Approximate Chi-Square	1493.120
	df	78
	p-value	0.000

(Table 2)

Factor loading(Rotated)				
Name	Factor Loading			Communality
	Factor 1	Factor 2	Factor 3	
EXV1	0.325	0.223	0.736	0.697
EXV2	0.346	0.165	0.716	0.660
EXV3	0.138	0.351	0.762	0.722
EXV4	0.054	0.371	0.719	0.657
PV1	0.258	0.726	0.380	0.738
PV2	0.333	0.758	0.249	0.747
PV3	0.138	0.749	0.258	0.647
PV4	0.261	0.760	0.271	0.719
ENV1	0.817	0.139	0.287	0.770
ENV2	0.761	0.300	0.112	0.681
ENV3	0.836	0.115	0.266	0.782
ENV4	0.752	0.390	0.011	0.718
ENV5	0.808	0.192	0.289	0.773

(Table 3)

c. Descriptive statistics (mean and standard deviation) of scale items

We have calculated the mean and standard deviation for all the scale items for this study. As presented in Table 4, the range of mean values is between 4.12 to 5.86, with a standard deviation of 0.78 to 1.86. In the way of exploration value, Instagram has the highest mean, 5.13, with a 1.01 standard deviation. In contrast, respondents are less agreed that they have known some products and services or started having demands by seeing the post on Weibo and Zhihu, in which the mean are 4.81 and 4.76 with a standard deviation of 1.27 and 1.11, respectively. For the practical value, the overall value of the norm is lower than the mean value of the exploration value. Especially on Weibo and Zhihu, their mean values are below 5. However, the performance of Bilibili on practical value is higher than the four other

platforms. In all four examined factors, the mean values are above 5, with the highest total mean of 5.15 and 1.21 standard deviation. Besides, Youtube, Bilibili, and Instagram had better performance on entertainment value. These three platforms get all the factors' mean values higher than five, and the highest two are both the video playing platforms with a mean of 5.38 and 5.31. Most participants think these platforms can give them enjoyment and a relaxed feeling. On the other hand, the mean value of Weibo is just 4.82, with a 1.4 standard deviation.

For the examined factors of willingness to propagate, the result reflected that the respondents tend to share the posts and products or services that they have seen on Zhihu, with the mean value being the highest among those platforms. The most miniature platform that they would like to propagate is Youtube. The last examined value is the intention of purchase. The overall result of this measurement is slightly lower than the other factors, which none of the social media platforms have over 5. The highest mean value is 4.76 from Zhihu, and the lowest is 4.27 from Weibo. It shows that the purchasing intention of respondents towards the products and services mentioned on social media platforms is not high compared to other measuring values.

	WB(N:33)			IG(N:45)			BZ(N:55)			YTB(N34)			ZH(N21)		
	Mean	Std. D	Cronbach's Alpha	Mean	Std. D	Cronbach's Alpha	Mean	Std. D	Cronbach's Alpha	Mean	Std. D	Cronbach's Alpha	Mean	Std. D	Cronbach's Alpha
EXV1	5.21	1.60		5.49	1.25		5.36	1.38		5.12	1.34		5.24	1.30	
EXV2	4.76	1.39		5.24	1.21		5.05	1.38		5.15	0.78		4.57	1.50	
EXV3	4.76	1.62		5.09	1.20		5.02	1.35		4.91	1.14		4.67	1.56	
EXV4	4.52	1.58		4.71	1.24		4.73	1.25		4.47	1.05		4.57	1.36	
EXV	4.81	1.27	0.83	5.13	1.01	0.84	5.04	1.15	0.88	4.91	0.83	0.75	4.76	1.11	0.77
PV1	4.88	1.41		5.29	1.06		5.22	1.32		5.38	1.07		4.57	1.47	
PV2	4.36	1.54		4.91	1.36		5.24	1.39		4.79	1.20		4.67	1.39	
PV3	4.79	1.56		5.20	0.97		5.02	1.39		4.82	1.06		4.86	1.15	
PV4	4.45	1.46		5.09	1.38		5.11	1.46		5.06	1.37		4.81	1.29	
PV	4.62	1.16	0.78	5.12	1.03	0.87	5.15	1.21	0.90	5.01	0.99	0.86	4.73	1.20	0.93
ENX1	5.27	1.55		5.62	1.27		5.44	1.68		5.56	1.26		5.05	1.36	
ENX2	4.48	1.58		5.27	1.21		5.22	1.47		5.35	1.01		4.95	1.50	
ENX3	4.82	1.72		5.27	1.19		5.36	1.60		5.32	1.01		5.14	1.35	
ENX4	4.85	1.80		5.09	1.14		5.18	1.55		5.18	0.90		5.38	1.20	
ENX5	4.70	1.83		5.16	1.46		5.33	1.74		5.50	1.05		5.19	1.63	
ENX	4.82	1.40	0.88	5.28	1.09	0.91	5.31	1.47	0.95	5.38	0.85	0.87	5.14	1.01	0.75
WP1	5.12	1.63		5.36	1.37		5.27	1.81		4.38	1.41		5.86	1.53	
WP2	4.12	1.78		4.60	1.56		4.71	1.69		4.50	1.16		4.52	1.86	
IP	4.27	1.64		4.58	1.41		4.47	1.50		4.29	1.22		4.76	1.84	

(Table 4: WB: Weibo, IG: Instagram, BZ: Bilibili, YTB: Youtube, ZH: Zhihu, EXV: Exploration value, PV: Practical value, ENX: Entertainment value, WP: Willing to propagate, IP: Intention to purchase)

d. RQ1: Comparison of six social media platforms

i. Mean and Standard Deviation

To answer RQ1, we took the average of all contents within the same value based on different platforms (see Table 5). IG has the highest mean in almost three values, with 5.13 for Exploration Value, 5.12 for Practical Value, and 5.28 for Entertainment Value. In addition, comparatively low standard deviations of IG indicated that the positive feedback from respondents was concentrated. BZ and YTB also had higher averages compared to the other two platforms. BZ had the highest average PV, and YTB had the highest average ENV among the five social media platforms. However, the standard deviations of three values for BZ were comparatively high, while the standard deviations for YTB were the lowest among those platforms. It demonstrates that participants' attitude toward BZ is more diverse than that of YTB.

The mean three values of WB were all comparatively lower, and all the standard deviations were relatively higher. This meant that the samples generally thought WB had a lower value, and their attitudes varied greatly.

	WB	IG	BZ	YTB	ZH
	Mean	Mean	Mean	Mean	Mean
EXV	4.81	5.13	5.04	4.91	4.76
PV	4.62	5.12	5.15	5.01	4.73
ENV	4.82	5.28	5.31	5.38	5.14
	Std. D	Std. D	Std. D	Std. D	Std. D
EXV	1.27	1.01	1.15	0.83	1.11
PV	1.16	1.03	1.21	0.99	1.20
ENV	1.40	1.09	1.47	0.85	1.01

(Table 5)

ii. T-Test Comparison

To conduct a T-Test for each platform, the sample sizes for each platform are needed to be reduced to the same size. Thus, the data of 21 participants of fours platforms: Weibo, Instagram, Bilibili, and YouTube, were selected randomly by SPSS to implement the following Paired T-Test.

The statistics theory says that if the p-value is larger than 0.05, the pairs under the T-test have a significant difference. According to the result data (Table 6), there is a significant difference ($p>0.05$) that happened in one pair of comparisons between the degree of "Intention to Purchase" of Weibo and Bilibili out of five pairs. When the significant value is 0.05, the t-value and p-value are -2.627 and 0.016, respectively. Meanwhile, the accurate mean of WBIP (3.95) also shows that it is lower than the mean of BZIP (4.86) significantly.

Besides, there is also one difference in comparing the Bilibili and Zhihu out of the five pairs about the entertainment value between the two platforms. As the result (Table 7) showed, the t-value and p-value are 2.162 and 0.043 at the level of the significant value equal to 0.05. The accurate mean also manifests notable differences between the two platforms, while the figure for Bilibili (5.73) is significantly higher than Zhihu's (5.14).

Besides the pairs of data, other T-test comparison data between two platforms indicated no crucial differences in different values between platform and platform.

Paired t-test

Name			Paired (Mean ± S.D.)		Mean difference (Paired1-Paired2)	t	p
			Paired1	Paired2			
WBEXV	*paired*	BZEXV	4.77±1.16	5.21±0.98	-0.44	-1.669	0.111
WBPV	*paired*	BZPV	4.89±1.05	5.31±0.85	-0.42	-1.862	0.077
WBENV	*paired*	BZENX	5.24±1.23	5.73±0.88	-0.50	-1.369	0.186
WBWP	*paired*	BZWP	4.57±1.41	5.24±1.14	-0.67	-1.883	0.074
WBIP	*paired*	BZIP	3.95±1.56	4.86±1.06	-0.90	-2.627	0.016*

* $p<0.05$ ** $p<0.01$

(Table 6)

Paired t-test

Name			Paired (Mean ± S.D.)		Mean difference (Paired1-Paired2)	t	p
			Paired1	Paired1			
ZHEXV	*paired*	BZEXV	4.76±1.11	5.21±0.98	-0.45	-1.765	0.093
ZHPV	*paired*	BZPV	4.73±1.20	5.31±0.85	-0.58	-1.948	0.066
ZHENX	*paired*	BZENX	5.14±1.01	5.73±0.88	-0.59	-2.162	0.043*
ZHWP	*paired*	BZWP	5.19±1.49	5.24±1.14	-0.05	-0.121	0.905
ZHIP	*paired*	BZIP	4.76±1.84	4.86±1.06	-0.10	-0.213	0.833

* $p<0.05$ ** $p<0.01$

(Table 7)

e. RQ2: Relationship Description

To verify RQ 2, we regressed two dependent variables (WP & IP) on three different social media values (EXV & PV & ENV) separately. T-Test and F-Test were used to test hypotheses. According to statistical theory, the testing hypothesis requires a significance level (alpha), which is the probability of rejecting the null hypothesis, given that the null

hypothesis is true (Dalgaard, 2018). Meanwhile, the p-value is the probability of obtaining results at least as extreme as the observed results of a statistical hypothesis test, given that the null hypothesis is true. If the p-value is lower than the significance level (0.05 set by us), the effects of corresponding coefficients are significant (Johnson, 2013).

Referring to Table 8, in the first regression equation, all the coefficients in the regression model are significant at a 0.05 significance level, and EXV & ENV are significant at a 0.01 significance level, all having significant effects on equations. In addition, the coefficients of all equations are all positive, indicating that the coefficients all have positive influences. The first model equation:

$$\mathrm{WP} = 0.014 + 0.464 \times \mathrm{EXV} + 0.209 \times \mathrm{PV} + 0.285 \times \mathrm{ENV}$$

and the R square value of the model is 0.472, which means that EXV, PV, and ENV can explain 47.2% of the changes in WP.

In the second regression equation (Table 9), the coefficients EXV & PV in the regression model are significant at a 0.01 significance level, positively influencing the dependent variable IP. The model formula is:

$$\mathrm{IP} = -0.164 + 0.440 \times \mathrm{EXV} + 0.354 \times \mathrm{PV} + 0.130 \times \mathrm{ENV}$$

and the R square value of the model is 0.369, which means that EXV, PV, and ENV can explain 36.9% of the changes in IP.

	Unstandardized Coefficients		Standardized Coefficients	t	p	VIF	R^2	Adj R^2	F
	B	Std. Error	Beta						
Constant	0.014	0.384	-	0.037	0.971	-			
EXV	0.464	0.094	0.368	4.920	0.000**	1.953	0.472	0.464	F (3,184) =54.853, p=0.000
PV	0.209	0.093	0.174	2.253	0.025*	2.070			
ENV	0.285	0.075	0.257	3.774	0.000**	1.612			

Dependent Variable: WP

D-W: 1.757

* p<0.05 ** p<0.01

(Table 8)

Parameter Estimates (n=188)

	Unstandardized Coefficients		Standardized Coefficients	t	p	VIF	R^2	Adj R^2	F
	B	Std. Error	$Beta$						
Constant	-0.164	0.460	-	-0.357	0.722	-			
EXV	0.440	0.113	0.319	3.894	0.000**	1.953	0.369	0.359	F (3,184) =35.906, p=0.000
PV	0.354	0.111	0.267	3.172	0.002**	2.070			
ENV	0.130	0.090	0.107	1.443	0.151	1.612			

Dependent Variable: IP

D-W: 1.770

* p<0.05 ** p<0.01

(Table 9)

i. Control Variables

R square value is comparatively low, implying that some variables affect the results of the research that have not been studied. To exclude the influence of other factors and make the analysis result more scientific, some control variables are needed to be included in the analysis of the study. Age and Region factors (nominal data) have been put in the equation to regress again.

Hierarchical regression is used here to deal with control variables which are essentially independent variables. Generally, the regression model can be directly put into the analysis. Control variables were placed in the first layer, and the core independent variables were set in the second layer.

Table 10 of the result shows that the control variable "Gender" in the regression model is significant at a 0.01 significance level and negatively affects the equation. In terms of R

square value, the participation of control variables "Gender" and "Region" helps R square increase from 0.472 to 0.507, a higher degree of explanation. Because "2" stands for Male and "2" stands for Female in the questionnaire, the negative coefficient indicates that the scores provided by Male are pretty lower than Female's for Willing to Propagate.

In addition, the regression results (Table 11)with control variables for the second regression are also similar to the first equation. "Gender" in the regression model is significant at a 0.05 significance level and negatively affects the equation. R square increases from 0.369 to 0.387, and the negative coefficient indicates that the scores provided by Male are pretty lower than Female's for Intention to Purchase.

Parameter Estimates (n=188)

	Hierarchical 1					Hierarchical 2				
	B	Std. Error	t	p	β	B	Std. Error	t	p	β
Constant	5.825**	0.355	16.387	0.000	-	0.958*	0.458	2.092	0.038	-
Gender	-0.545**	0.187	-2.905	0.004	-0.209	-0.396**	0.138	-2.876	0.005	-0.152
Region	-0.174	0.177	-0.983	0.327	-0.071	-0.243	0.129	-1.887	0.061	-0.099
EXV						0.468**	0.092	5.093	0.000	0.371
PV						0.181*	0.091	1.981	0.049	0.150
ENV						0.296**	0.073	4.030	0.000	0.267
R^2	0.050					0.507				
Adj R^2	0.040					0.493				
F value	F (2,185)=4.919,p=0.008					F (5,182)=37.368,p=0.000				
ΔR^2	0.050					0.456				
ΔF Value	F (2,185)=4.919,p=0.008					F (3,182)=56.071,p=0.000				

Dependent Variable: WP

* p<0.05 ** p<0.01

(Table 10)

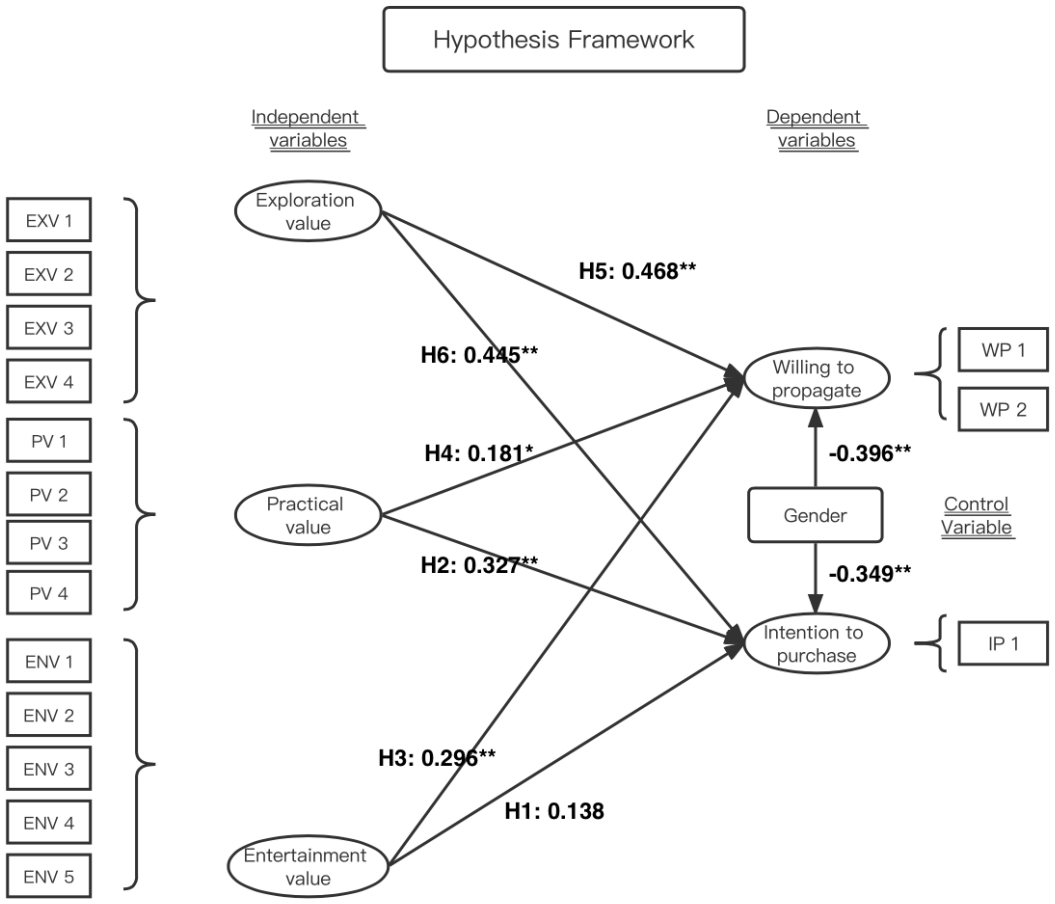
Parameter Estimates (n=188)

	Hierarchical 1					Hierarchical 2				
	B	Std. Error	t	p	β	B	Std. Error	t	p	β
Constant	5.255**	0.393	13.365	0.000	-	0.557	0.560	0.996	0.321	-
Gender	-0.517*	0.207	-2.494	0.013	-0.181	-0.349*	0.168	-2.075	0.039	-0.122
Region	-0.067	0.196	-0.341	0.734	-0.025	-0.129	0.158	-0.818	0.415	-0.048
EXV						0.445**	0.112	3.968	0.000	0.322
PV						0.327**	0.111	2.932	0.004	0.247
ENV						0.138	0.090	1.538	0.126	0.113
R^2	0.034					0.387				
Adj R^2	0.023					0.370				
F value	*F* (2,185)=3.242,*p*=0.041					*F* (5,182)=22.976,*p*=0.000				
ΔR^2	0.034					0.353				
ΔF Value	*F* (2,185)=3.242,*p*=0.041					*F* (3,182)=34.942,*p*=0.000				

Dependent Variable: IP

* $p<0.05$ ** $p<0.01$

(Table 11)



(Table 12)

4. Discussion

a. Discussion for comparison of platforms

i. Exploration Value

After conducting the questionnaire and data analysis, we found that the mean of the exploration value of Instagram is the highest, with the value of 5.13 out of 7 (over slightly agree). The result implies that the respondents think they can explore the more valuable and plentiful information from Instagram than other selected platforms. This result may happen because of the platform characteristics. Instagram has different choices for the users to upload their messages, such as 24-hour story, IG TV, and post. Users can post the same message in distinct

ways that may increase their willingness to post more, no matter what it is. The notable advantage of the 24-hour story is creativity and authenticity (Butt, 2019), which can undergo numerous story activities, such as using filters, taking polls, using stickers, and asking a question (see Appendix 1). Those are all the unique elements of Instagram and are beneficial to brands and marketers. Therefore, companies can achieve their goals by using specific activities. They can engage the audience by making a poll or asking simple open-end questions (Ganta, 2020) (see Appendix 2). These small activities can allow companies to interact with the audiences and even do market research by asking for feedback (Ganta, 2020). Not only the chances to build the relationship but also an opportunity to attract potential customers by using the function of Instagram. Instagram filters have gone viral these years on the Internet because of myriad choices, including cosmetics, games, and humor. It is not only limited to normal brands but also used by luxury brands. High-end brands utilize Instagram filters to promote their new collection of products, such as sunglasses and bags. Users can use it to imagine what they look like after wearing the products (see Appendix 4-7).

Moreover, Instagram also uses accurate big data technology to display the advertising and the "explore" page function. The following messages will be delivered based on their preferences, the posts they interacted with, and the people they followed on Instagram. Advertising of the related products will be displayed after you browsed the information of similar categories. This business intelligence application helps users receive more relevant messages using the platform, which increases the possibility of users looking through more details. The most salient feature of Instagram is mainly for photo sharing so that people can get more of the message at first glance of the post. Compared with the social media platforms whose main content formats are text or videos, Instagram allows users to receive more information in a short time. Meanwhile, the standard deviation of the exploration value is only 1.02, which is the second smallest among

all selected platforms. It can show that people have a more consistent good perception of the exploration value of Instagram.

By contrast, Zhihu has the least mean, 4.76 (mere above neutral). It shows that people did not significantly think they were exploring much new information about brands or products from this platform. It may also result from the critical attributes of the platform – question and answer forum. The populace will only make a query when they face a problem or want to know more about the product's functionality. In this situation, people will not explore something they may not know or encounter before. At the same time, it is the consensus for users that Zhihu should not permit advertisements. Therefore, if some posts or answers tend to be commercial, those responses will be seen as unreliable. This phenomenon will limit and impede users to explore the new information from Zhihu.

At the same time, Weibo has the second-lowest mean 4.81 and the highest standard deviation of 1.27 among five platforms. The figures of practical value of Weibo show the similar situation, the lowest mean, and high standard deviation. It indicates that the responses varied more seriously among respondents. This result can be explained by the positioning and features of WeiBo, the broadest public information sharing platform in China with multi-vertical field and circle layer coverage. The 46 vertical contents of Weibo effectively guarantee the breadth of platform content and multi-touch of interest (Bai, 2021), which is equivalent to the establishment of 46 vertical communities and social ecology. However, covering too broad would lose focus and emphasis, making users exposure to many unrelated products and brands or too shallow and boring information. In addition, Weibo's posts are limited to 140 characters, which makes it difficult to spread facts or analysis, so users tend to spread emotional messages with fewer ration. It is noteworthy that most participants of this research have higher education

backgrounds. So, it is more likely that they think the posts on Weibo are low-quality and provide little useful content for them. Therefore, whether Weibo could bring exploration value and utilization value for users probably depends on their points of interest of them. The high variation of user perception towards Weibo might also result from too wide user segments.

ii. Practical Value

For the practical value, we found that Bilibili had the highest mean of 5.15 out of 7. In addition, it is slightly higher than Instagram which has the highest mean in exploration value. It can be a result of the main characteristic of Bilibili, a video-sharing platform. Although video needs to be spent more time to watch and find out the messages, it provides more detailed information about the usage and functionality of the products. Meanwhile, Bilibili has one noteworthy feature, the function of "Bullet Screen". The users can know more information about the same things from the bullet screen sharing by other viewers, since people watching the same video may encounter similar problems, including the usage and benefits of the products. Therefore, they can share their opinion there and make responses immediately, which creates a socializing community based on the video.

Useful video reviews have become an important factor in the decision-making of young people. According to statistics (Xinhua News, 2020), 100 million users have watched review videos on Bilibili in 2020 one year, with a total of 20 billion views. Bilibili has a wide variety of reviewing videos, covering beauty, food, daily necessities, digital technology, and other fields. Creators are willing to share their knowledge as well as experience to drive traffic; Users expect to gain the information they need efficiently and intuitively through watching videos; Businesses hope to spread brand value and expand influence through videos. The mutual needs of these three parties have become the key of continuous creation and transmission of review

videos. However, Bilibili also obtains the most varied in the practical value with the highest standard deviation of 1.21. This discloses the different attitudes of respondents towards the practical value of Bilibili. This may be due to the uneven level of knowledge between frequent users and audiences, so they may feel different information richness for the same video.

For the platform that has a similar feature with Bilibili – YouTube, although it has not the mean as high as the Bilibili in practical value, it has the mean with 5.01 which is also a comparatively high value in the result. In the meantime, YouTube also has the least standard deviation of the practical value (0.99). This may be the ramification of widely used of YouTube, no matter where people are from. Users can receive myriad information from worldwide creators, such as the brands, the ordinary users and KOL. Users can choose to watch the videos created by the KOL from USA, ordinary uses from Hong Kong or the experts in those category in order to obtains enough information to make decision (see Appendix 8,9). As a result, we can discover that video sharing is one of the most vital elements for the user to acquire practical value, no matter which social media platform is using.

iii. Entertainment Value

In contrast to the practical value, the result of entertainment value is different. It is the opposite situation compared with the dimension in practical value, YouTube having the highest entertainment value (5.38) and slightly higher than Bilibili (5.31). Meanwhile, the standard deviation of the two platforms is 0.85 and 1.47 respectively. It indicates that the majority of respondents have the similar opinions that YouTube brings the more entertainment value to them. Two video sharing platforms are also having the highest entertainments value comparing with platform in other categories. Numerous factors contribute to situation that the YouTube is superior to the Bilibili. YouTube has the first mover advantage over Bilibili in the online

video platform and the standard among the video sharing platforms is set by YouTube. Meanwhile, for users who are used to using YouTube as the video sharing platforms, they will keep using it. Unless there are some special temptations, otherwise, shifting to another channel may cause a switching cost. Therefore, majority of users, especially for overseas users had already locked into the YouTube. Besides, YouTube established before Bilibili for 4 years, the number and variety of the videos on YouTube are more than the videos on Bilibili. Those factors may also contribute to the higher entertainment value of YouTube.

iv. The discussion about the result of the T-test

From the result of the T-test, it is shown that there is a significant difference in the comparison between the degree of "Intention to Purchase" of Weibo and Bilibili. Two platforms are also mainly used by the people in China. The value "Intention to Purchase" of Weibo is significantly smaller than Bilibili. "Intention to Purchase" is influenced by the practical value and entertainment value. Besides, Weibo is also the platform having the lowest mean in both practical value and entertainment value. Therefore, having a lower value in "Intention to Purchase" will be the possible result. Meanwhile, Bilibili has a high ranking in both practical value and entertainment value among the five selected platforms.

In addition, it also revealed that there is a significant difference in the comparison of entertainments value between Bilibili and Zhihu. Bilibili is a video-sharing platform, which having different variety of videos, such as gaming, make-up tutorial, and vlog. People can choose their favorite type of videos to watch, enjoy the content or learn new things from videos. Meanwhile, videos are more authentic and dynamic than text in terms of emotion and action, for example, a joke present in verbal must be more authentic than in writing. In the meantime, Zhihu is also a question-answer platform, contents in the Zhihu may mainly focus on

knowledge and opinion. Therefore, people in Zhihu tend to be persuasive and professional, which may not contain as much entertainments elements as YouTube. This result also manifests what we are analyzed before, video sharing platforms having the highest entertainment value among others.

b. Discussion for regression results

Overall, the degree that the dependent variables can be explained by three independent variables of Willing to Propagate (0.507) is larger than Intention to Purchase (0.387). It is easy to understand this difference. Compared with fundamental functions, looking through and engaging with posts on social media platforms, reposting and sharing the posts require higher subjective initiative and efforts of users. However, this action, just belonging to interaction with social media, and sharing products or services mentioned in the posts set the comparatively low barrier than "Intention to Purchase "for users to implement. In addition, the psychology of "Willing to Propagate" happens earlier than "Intention to purchase" in consumer decision-making process. The latter one usually appears in the last phases. Before reaching it, consumers need to experience the previous steps, each of which will screen a part of consumers. At the same, due to the attributes, social media could only play a primary role in the earliest several stages. Therefore, the values brought by social media probably have less influence on "Intention to Purchase" than "Willing to Propagate".

i. The discussion for the first equation (DV: WP)

The statistical results of regression with control variables told that the Exploration Value and Entertainment Value have more significant impacts than Practical Value on "Willing to

Propagate". The prime purposes of users to use social media are absorbing or sharing information and entertaining themselves in their spare time.

It is common sense that people want to share what triggers their emotions with others and they expect some responses to their sharing. A social media marketing study conducted by Jonah Berger and Kath Milkman proved that content with higher-arousal emotions will be shared virally (Berger, 2012). And positive emotions, such as happiness, are more powerful drivers of sharing. Therefore, while users obtain more emotional (entertainment) value on a platform, they are more willing to share with others.

Besides reinforcing the relationship with others with feeling sharing, people also nourish their ties with especially close friends by discussing shared information. Social media, as the major channel for Generation Z to receive information, always involve the most novel and interesting products or services. When users encounter some special products, the action that they share to others will enhance their happiness or excitement, because their friends engage in the discussion; it will reflect their own individuality and personality while spreading comments about topics.

The reasons why the positive influence of exploration value is larger than the practical Values might include the educational background element. Nearly nine-in-ten respondents have bachelor's degrees or above. Perhaps, people with higher education backgrounds are more willing to share and comment on specific events and items rather than convey emotions.

However, the utilization value provided by social media is often required by users when they meet some problems and need to seek solutions. Finding the appropriate solutions, such as the

usage skills of a product, are always the ultimate stage of meeting their requirements. Therefore, they do not need to communicate with others more. So, the influence of Practical Value has the less impact on Willing to Propagate.

ii. The discussion for the control variable of the first equation (DV: WP)

While other independent variables are equal, the extent willing to propagate of females is larger than males. This difference may result from the different formats of establishing friendship. The book Sex Differences in Same-Sex Friendships (Winstead, 1986) contained a key concept that female friendships are "face to face" (talking is the core activity) whereas male friendships are "side by side" (sharing activities, such as sports, instead of emotions). Even though their friendship is not limited to the same sex, the preferred format of relationship might be based on this theory. Therefore, similarly, females may prefer to propagate in the aspect of social media.

iii. The discussion for the second equation (DV: IP)

Compared with Exploration Value and Practical Value, Entertainment Value provide little rational information for consumers to think about products or services. Even though there is much emotional consumption, the decision whether to purchase still requires more ration and thinking than the decision whether to share to others. Entertainment factors or hedonic elements often work on the beginning when people just learn about the products or services. But, according to the consumer decision journey, customers need to experience many steps to reach the step of intending to purchase. Therefore, the role of Entertainment Value is not so important for the Intention to Purchase.

iv. The discussion for the control variable of the first equation (DV: IP)

The data seems to show that women have a higher possibility of having the intention to purchase the products they found on social media. And common sense seemingly tells us that females are more like shopping than females. However, according to a survey jointly released by the Interactive Advertising Bureau (IAB) and IAB China (2016), male consumers account for more than female consumers in both PC and mobile online shopping, 57%, and 43% respectively, and 53% and 47% respectively in mobile online shopping. Therefore, the reasons why females score higher in the dimension of intention to purchase might include the product categories marketed on social media platforms, which might cover food, cosmetics, clothes, and other categories easy to be liked by females. However, males may spend more money on electronics, games, and other product categories which seldom put advertisements on researched social media.

5. Implication

Given the results and discussion in terms of two research questions, some entrepreneurial implications are proposed for marketers and social media platforms.

a. Suggestions for brands

i. Socia Media Marketing on Instagram

According to the result of the study, Instagram has a good performance in brand, products, or services exploration. It is the most commonly used social media that gives the best insight to the general public. However, Instagram is found to have a lower level of entertainment among the social media we studied. Therefore, if companies would like to use Instagram as a channel of promotion, more interesting and interactive elements shall be added in order to maximize marketing effectiveness. First, the function of the Instagram story can share photos or videos

instantly that is famous among the users of Instagram. Companies shall be able to make good use of it by creating funny and interactive story filters for users. Whenever Instagram users use the filter, free promotion and exploration of the company can be automatically increased. Take Red Bull as example, it created a filter with their new collection and invite user to try the mini game (Gerhard, 2021). The entertaining content can also be shared by the Instagram users to spread wildly and raise the willingness of propagate.

On the other hand, reel is a new function of Instagram that allows users to share short videos with background music. Users will be able to see random reels in the homepage of Instagram which contribute even more exploration of companies than stories. To further interact with the target customers, companies may start some challenges with their specialty.

As mentioned, informative videos are more likely to increase the intention of purchase. However, the length of video is limited on Instagram. Under this condition, live streaming can be used instead. Companies can hold the livestreaming section to provide informative and entertaining content at the same time, which would possibly enhance the effectiveness of it. Take Mainland China as example, live streaming is very popular in Mainland, and it has a huge success in increasing sales. It is potentially to be the new trend in Hong Kong.

ii. Long-video sharing platform to improve Intention to Purchase

Based on the regression results for second equation (DV: IP), Exploration Value and Practical Value have significant influences on Intention to Purchase. Simultaneously, the Exploration Value and Practical Value of YouTube and Bilibili are almost highest compared with other platforms. It can be speculated that this kind of social media, long-video sharing platform, play

the more effective role of stimulating users to have intention to purchase. The potential causes have been analyzed in the discussion part. A related implication is suggested.

Long-video could provide more useful information beneficial for consumers to make decisions. As mentioned above, review videos are the core tool for conveying detailed information about products. However, current review videos are more produced by KOLs, who may provide unprofessional and incomplete information to consumers. Therefore, brands could collaborate with these video-sharing platforms to provide consumers with more professional, comprehensive, and effective information. First, Social Media Listening technology could be used to have insights into what information users want. And then, brands can open the official account on the platforms to release videos to offer related information and knowledge. It can enhance the credibility of the content. For example, the electric toothbrush brands could teach the benefits and usage of products and the tooth knowledge via videos. This marketing method is more suitable for products that requires customers' rational thinking to make decisions.

iii. Encouraging to Share

Besides targeting sales, more brand impression and brand cognition can also be soft benefits from social media. The regression result for the first equation shows that all three values could affect willingness to share. Therefore, brands could enhance these values in their marketing content. For instance, the posts could include more funny and humorous elements or interaction methods with users so that users would like to share with others.

b. Suggestions for platforms

i. For Weibo

Weibo received the lowest scores for almost three values among researched social media, and the response has the largest standard deviation. Owing to least value provided for users, there may be a larger risk for brands to receive dissatisfactory marketing effects by selecting Weibo as the marketing channel. At the same, it probably leads Weibo to lose advertisement revenue. One possible suggestion is proposed to deal with the issues analyzed in the discussion part. For the unrelated information problem, Weibo could upgrade the post pushing mechanism by optimizing the algorithm's accuracy to display more related posts to users. However, at the same, "information cocoons" should also be considered to find a better balance.

ii. For YouTube & Instagram

Based on the research, YouTube has less exploration value than other platforms, but it has a high level of entertainment for the viewers. To enhance its exploration to the consumers, we would suggest that YouTube collaborates with other social media. Allowing direct sharing on other platforms could generate more clicks and views without the comprehensive steps to get to the videos. Since Instagram has the highest exploration value, if a YouTube video can be shared on Instagram story, YouTube can also take the explorational advantage of Instagram. Such as Spotify, allows its users to share their favorite songs on the social media, the users can directly link to Spotify and listen to the song on their platform. It is promoting the video content and the app itself to gain more exposure win-win advantage can be created by collaborating. (Clark, 2017) We believe that Youtubers and influencers with a huge number of followers will use this function to boost the exploration of their videos and YouTube. In general users of YouTube would love to share exciting content of YouTube on their social media.

6. Limitation

The result of the project may contain some limitations due to the following problems.

a. Small sample size

This research is analyzed based on the outcomes of primary and secondary data. In the preliminary data, only the online questionnaire is conducted without other formats, such as face-face focus groups and interviews, because of the Coronavirus outbreak. Therefore, only 119 sample results can be used for the following data analysis, while only nearly 200 questionnaires were received. Moreover, the responses for each platform were less, especially for Zhihu, with only 21 samples. Small sample size will undoubtedly lead to large deviations from the population.

b. Screening Question

While designing the questionnaire, the question "How much time do you spend on that platform each week" was set to screen the frequent users of each social media platform. Only those who spent more than 4 hours on social media can answer the following question. However, 4-hour was not a practical number for most respondents. Only a tiny part of people spend longer time on one single social media in a week. Under this situation, numerous responses are not qualified to be analyzed due to a lack of data.

c. The similarity of the word used in the questionnaire

After using SPSS to analyze the data, the correlation among the three constructs was relatively high, over 0.5. It might indicate that some construct statements were similar to the

words of another construct. And some keywords in the question may be ambiguous at a certain level. Therefore, the scarcity of criteria to evaluate the specific value of social media platforms may also limit the results.

d. Low diversity of participants

While distributing the questionnaire, we only reached the people we know. Therefore, the respondent segments would also concentrate on the age range similar. The ages of participants were almost 18-24, and the bachelor's degree or post-secondary education holders. So the bias may occur throughout the result.

(Word Count: 8030)

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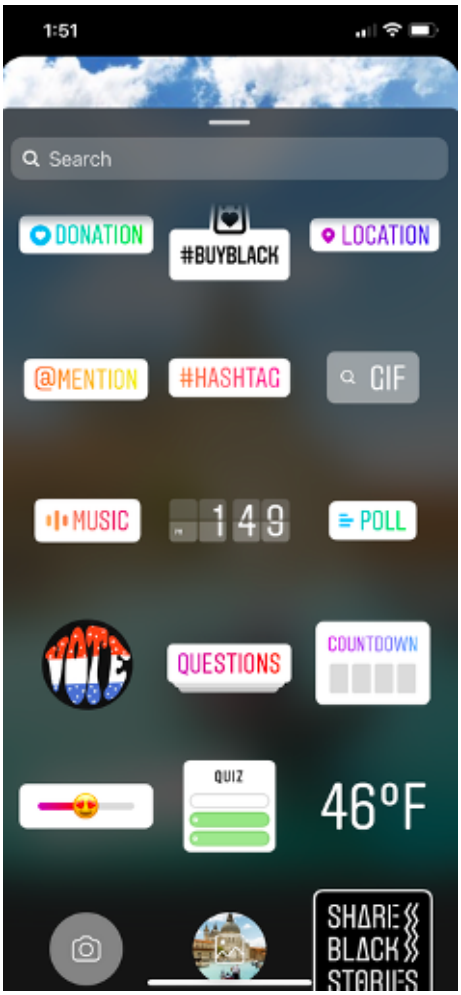
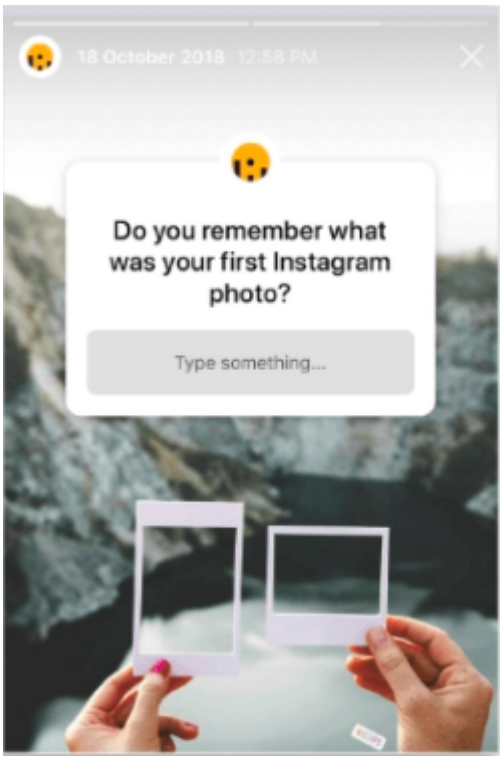
8. Appendix

Appendix1: numerous creative activities option in the 24-hour story

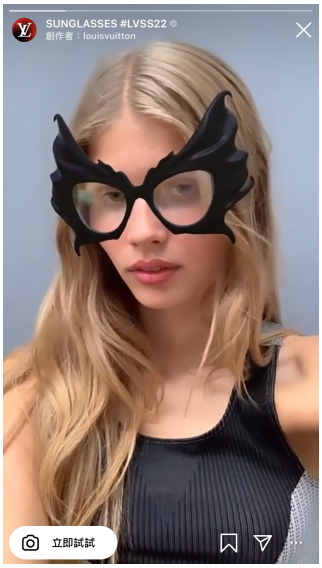


Appendix2: polling function in 24-hour story

Appendix 3: Asking a simple question in the 24-hour story



Appendix 4: new sunglasses collection of Louis Vuitton

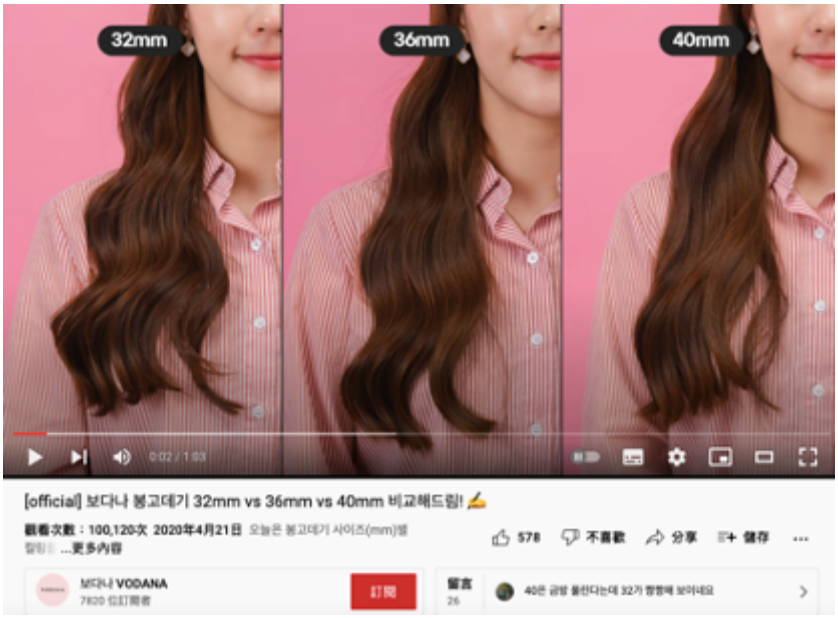


Appendix 5: new sunglasses collection of Louis Vuitton

Appendix 6: Dior - Vibe Hobo Bag Instagram filter

Appendix 7: Dior - 30 montaigne sunglasses Instagram filter

Appendix 8: Video sharing about the product created by the brand



Appendix 9: Product sharing created by ordinary users

Questionnaire:

Psychological and Behavioral Research of Mainstream Social Media Users

We are final year students from the Marketing Programme at the Hong Kong Polytechnic University (PolyU). We are researching the "Psychology and Behavior of Mainstream Social Media Users" as our undergraduate final year project.
All information will be kept confidential and strictly used for academic purposes.
There is no right or wrong answer for the questions. Please fill in according to your own experiences.
We highly appreciate your contribution to this research.

1. What is your gender?[单选题] *

- ○ Male
- ○ Female
- ○ Prefer not to say

2. What is your age?[单选题] *

- ○ Under 18
- ○ 18-24
- ○ 25-30
- ○ 31-40
- ○ 41-50
- ○ Above 50

3. Please select the region where you have lived the longest：[单选题] *

- ○ Mainland China
- ○ Hong Kong
- ○ Other regions

4. What is your education level?[单选题] *

- ○ Below secondary education
- ○ Secondary education
- ○ Bachelor's degree or post-secondary education
- ○ Master's degree or above

5. Please select the two social media platforms you use most frequently: [多选题] *

- ☐ Weibo
- ☐ Instagram
- ☐ Bilibili
- ☐ YouTube
- ☐ Zhihu
- ☐ Quora

6. How much time do you spend on Weibo each week?[单选题] *

- ○ Below 4 hours
- ○ 4 to 8 hours
- ○ 8 to 12 hours
- ○ More than 12 hours

7. Please evaluate the following statements by choosing level 1 to 7 (level 1 = strongly disagree, level 7 = strongly agree), based on your experience with Weibo: [矩阵单选题] *

	1(Strongly disagree)	2	3	4(Neutral)	5	6	7(Strongly agree)
When browsing this platform, I have known some products or services	○	○	○	○	○	○	○
When browsing this platform, I have known some brands.	○	○	○	○	○	○	○
Before I browsed the platform, I did not know some products or services. After I browsed the platform, not only I knew they existed but also I realized that I had a demand for them.	○	○	○	○	○	○	○
Before I browsed the platform, I just knew some products or services. After I browsed the platforms, I started to have a demand for them.	○	○	○	○	○	○	○

8. Please evaluate the following statements by choosing level 1 to 7 (level 1 = strongly disagree, level 7 = strongly agree), based on your experience with Weibo: [矩阵单选题] *

	1(Strongly disagree)	2	3	4(Neutral)	5	6	7(Strongly agree)
Through this platform, I have known some functions of some products or services	○	○	○	○	○	○	○
Through this platform, I have known the guidelines of some products or services	○	○	○	○	○	○	○
Through this platform, I have known the purchase channels of some products or services	○	○	○	○	○	○	○
I have been motivated to do more research on products or services I've seen on this platform	○	○	○	○	○	○	○

9. Please evaluate the following statements by choosing level 1 to 7 (level 1 = strongly disagree, level 7 = strongly agree), based on your experience with Weibo: [矩阵单选题] *

	1(Strongly disagree)	2	3	4(Neutral)	5	6	7(Strongly agree)
Browsing this platform gives me enjoyment.	○	○	○	○	○	○	○
Browsing this platform makes me feel cheerful.	○	○	○	○	○	○	○
Browsing this platform gives me a pleasant feeling.	○	○	○	○	○	○	○
Please select 2 to demonstrate your attention.	○	○	○	○	○	○	○
Browsing this platform makes me feel satisfied.	○	○	○	○	○	○	○
Browsing this platform makes me feel relaxed.	○	○	○	○	○	○	○

10. Please evaluate the following statements by choosing level 1 to 7 (level 1 = strongly disagree, level 7

= strongly agree), based on your experience with Weibo: [矩阵单选题] *

	1(Strongly disagree)	2	3	4(Neutral)	5	6	7(Strongly agree)
I would like to recommend this social media platform to others.	○	○	○	○	○	○	○
I would like to share posts on this platform to others.	○	○	○	○	○	○	○
I would like to "like" the posts on this platform.	○	○	○	○	○	○	○
I would like to comment on the posts on this platform.	○	○	○	○	○	○	○
I would like to repost the posts on this platform.	○	○	○	○	○	○	○
I would like to recommend the products or services mentioned in the posts to others.	○	○	○	○	○	○	○
I would like to purchase the products or services mentioned in the posts.	○	○	○	○	○	○	○