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**MEDIATING ROLE OF USERS' PERCEPTIONS ON THE
RELATIONSHIP BETWEEN DOUYIN FEATURES AND
CONTINUOUS USAGE BEHAVIOR IN CHINA**



**DOCTOR OF PHILOSOPHY
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Abstrak

Penembusan meluas Douyin dalam sosialisasi digital dan penggunaan kandungan dengan reka bentuk video pendeknya yang menarik, telah mempengaruhi tingkah laku penggunaan berterusan dalam kalangan pengguna sehingga menjadi fenomena sosial yang ketara di China. Walaupun tingkah laku ini memenuhi keperluan pengguna untuk hiburan dan interaksi sosial, namun ia juga menimbulkan kebimbangan terhadap kesan negatif ke atas hubungan sosial, kesihatan mental, dan kesejahteraan mereka. Bagaimanapun, kajian sedia ada kebanyakannya menumpukan kepada tingkah laku penggunaan umum, dengan fokus terhad yang diberikan kepada tingkah laku penggunaan Douyin secara berterusan, terutama mekanisma yang mendorong kepada tingkah laku ini. Berteraskan kerangka Stimulus-Organisme-Respons dan Model Penerimaan Teknologi, kajian ini bertujuan untuk meneliti bagaimana ciri-ciri Douyin, termasuk mobiliti, keupayaan bersosial, dan hiburan, mempengaruhi tingkah laku penggunaan berterusan pengguna, dengan persepsi terhadap kebergunaan dan persepsi terhadap kemudahan penggunaan bertindak sebagai perantara. Satu tinjauan kuantitatif secara sendiri telah dijalankan melibatkan 455 pengguna Douyin menggunakan persampelan mudah. Data telah dianalisis menggunakan *Partial Least Squares Structural Equation Modelling*. Dapatan kajian menunjukkan bahawa keupayaan bersosial dan hiburan mempunyai pengaruh yang kuat terhadap tingkah laku penggunaan berterusan, manakala mobiliti tidak memberi kesan secara langsung. Bagaimanapun, tanggapan pengguna terhadap kebergunaan berperanan sebagai pengantara dalam hubungan di antara mobiliti, keupayaan bersosial, dan hiburan memberi kesan kepada tingkah laku penggunaan berterusan. Tanggapan terhadap kemudahan penggunaan juga menjadi pengantara tetapi hanya di antara mobiliti dan hiburan terhadap tingkah laku penggunaan berterusan. Manakala, keupayaan bersosial tidak memberi kesan yang signifikan terhadap tanggapan kemudahan penggunaan di kalangan pengguna Douyin, dan tanggapan kemudahan penggunaan tidak bertindak sebagai pengantara di antara keupayaan bersosial dan tingkah laku penggunaan berterusan. Penemuan ini menyumbang kepada pandangan teoretikal terhadap mekanisme penglibatan pengguna yang berterusan serta menyediakan cadangan yang boleh diambil tindakan oleh pembangun platform untuk mengoptimumkan pengalaman pengguna, meningkatkan pengekalan penggunaan, dan mengurangkan kesan negatif akibat penggunaan Douyin yang berpanjangan.

Kata kunci: Tingkah laku penggunaan berterusan; Ciri-ciri Douyin; Persepsi kebergunaan; Persepsi kemudahan penggunaan; Kesejahteraan pengguna.

Abstract

Extensive penetration of Douyin short videos into digital socialization and content consumption with its highly engaging designs, has driven users' continuous usage behavior to become a prominent social phenomenon in China. Even though this behavior fulfills users' entertainment and social interaction needs, it also poses significant negative effects on their real-life social relationships, mental health, and well-being. However, existing research has primarily focused on general usage behavior, with limited focus given to the continuous usage behavior of Douyin users, especially the underlying mechanisms of this behavior. Grounded in the Stimulus-Organism-Response framework and the Technology Acceptance Model, this study aims to examine how Douyin features, including mobility, sociability, and entertainment, affect users' continuous usage behavior, with perceived usefulness and perceived ease of use serving as mediators. A quantitative self-administered survey involving 455 Douyin users was conducted through convenience sampling. The data were analysed using Partial Least Squares Structural Equation Modelling. The study found that sociability and entertainment strongly influenced users' ongoing use, while mobility did not have a direct impact. However, users' perception of usefulness acted as a mediator in the relationship between mobility, sociability and entertainment with continuous usage behaviour. Perceived ease of use also acted as a mediator, but only between mobility and entertainment and continued usage behaviour. Meanwhile, sociability did not significantly affect perceived ease of use among Douyin users, and their perceived ease of use did not act as a mediator between sociability and continued usage behaviour. These findings contribute to theoretical insights into sustained user engagement mechanisms and provide actionable recommendations for platform developers to optimize user experience, enhance retention, and mitigate negative effects of prolonged usage of Douyin.

Keywords: Continuous usage behavior; Douyin features; Perceived usefulness; Perceived ease of use; Users well-being

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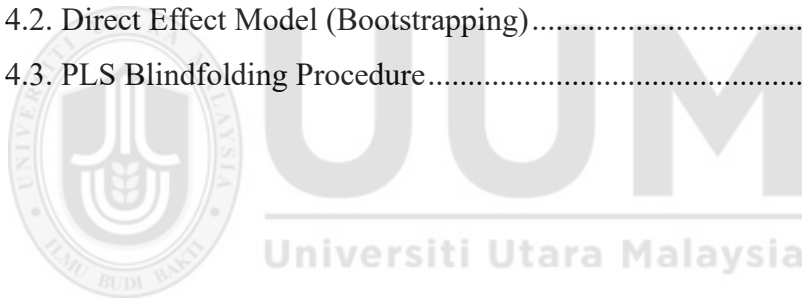
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List of Abbreviations

AI	Artificial Intelligence
AR	Augmented Reality
CB-SEM	Covariance-Based Structural Equation Modelling
CFA	Confirmatory Factor Analysis
CI	Confidence Intervals
CUB	Continuous Usage Behavior
DV	Dependent Variable
FLC	Fornell-Larcker Criterion
FL	Factor Loading
IC	Internal Consistency
IR	Indicator Reliability
IV	Independent Variable
MAU	Monthly Active Users
MSV	Mobile Short Video
PLS-SEM	Partial Least Squares Structural Equation Modeling
PEOU	Perceived Ease of Use
PR	Predictive Relevance
PU	Perceived Usefulness
SEM	Structural Equation Modeling
SD	Standard Deviation
SOR	Stimulus-Organism-Response
TAM	Technology Acceptance Model

CHAPTER ONE

INTRODUCTION

1.1 Introduction

In the age of mobile internet, Douyin, as a leading short video platform in China, has attracted a large user base through its highly accessible interface, immersive entertainment experience, and diverse social interaction features, stimulating users' continuous usage behavior. However, despite its widespread popularity as a significant social phenomenon, the underlying mechanisms driving users' sustained usage behavior remain insufficiently explored. Thus, examining the specific influence factors behind users continued use of Douyin users has both theoretical and practical value.

This chapter begins with the background of this study. Then, stating in detail of the problems and research gaps on this topic. In particular, this chapter will also describe the research questions and research objectives specifically. Followed by an explanation of the practical, theoretical and methodological significance of this investigation. Next, the scope of this research and operational definitions of the main concepts are presented.

1.2 Background of the Study

With the rapid development of internet technologies and the widespread adoption of

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APPENDICES

Appendix A Questionnaire (English)



Universiti Utara Malaysia
College of Arts and Sciences

QUESTIONNAIRE

MEDIATING ROLE OF USERS' PERCEPTIONS ON THE RELATIONSHIP BETWEEN DOUYIN FEATURES AND CONTINUOUS USAGE BEHAVIOR IN CHINA

Dear respondent

This survey is conducted as part of the PhD thesis requirement for the Doctor of philosophy (Communication) program at Universiti Utara Malaysia. The main objective of this study is to investigate the factors determining continuous usage behaviour of Douyin users in China. This study will take a few of your valuable time, and your participation in this survey is voluntary. Please be assured that all the information gathered will be treated with strict confidentiality. Please be feeling free to answer the question honestly. I would like to appreciate your effort time and cooperation to complete this questionnaire.

Thank you.

Yours sincerely

Researcher/Student

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Doctor of Philosophy (Communication)

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SECTION A: DEMOGRAPHIC INFORMATION

Instruction: Please tick (√) in to an appropriate group that fits your characteristics.

1. Have you used Douyin short video for more than one year?

[Screening Question]

- Yes
- No (End of the questionnaire)

2. Age [Screening Question]

- 20-24 years old
- 25-30 years old
- 31-35 years old
- 35-39 years old
- Other (End of the questionnaire)

3. City [Screening Question]

- Beijing
- Shanghai
- Guangzhou
- Other (End of the questionnaire)

4. Gender

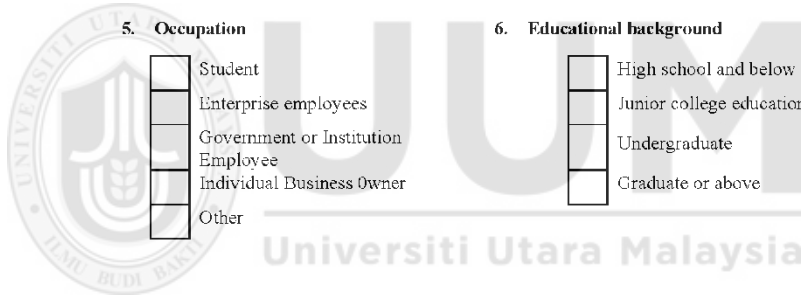
- Female
- Male

5. Occupation

- Student
- Enterprise employees
- Government or Institution Employee
- Individual Business Owner
- Other

6. Educational background

- High school and below
- Junior college education
- Undergraduate
- Graduate or above



Others (Please Specify):

Others (Please Specify):

SECTION B: THE USAGE PATTERNS OF DOUYIN USERS

Instruction: Please tick (√) in to an appropriate group that fits your characteristics.

1. How frequently do you use Douyin short video each day?

- 1-3 times
- 4-7 times
- 8-15 times
- >15 times

2. How long have you been using Douyin short video?

- 12-18 months
- 19-24 months
- 25-36 months
- 37-48 months
- Over 48 months

3. On average, how much time do you spend on Douyin short video each day?

- Within 30 minutes
- 30 - 60 minutes
- 1 - 2 hours
- 2 -4 hours
- More than 4 hours

4. During which time periods of the day do you usually use Douyin short video? [Multiple-Choice Question]

- 7:00-9:00 am
- 9:00-12:00 am
- 12:00-13:00 pm
- 13:00-16:00 pm
- 16:00-18:00 pm
- 18:00-21:00 pm
- 21:00-24:00 pm
- others

5. What types of content do you usually follow on Douyin short video?

[Multiple-Choice Question]

- News and Trending Topics
- Celebrities and Public Figures
- Gaming and Food
- Cute Pets
- Comedy Videos
- Educational and Lifestyle
- Fashion and Beauty
- Others

Others (Please Specify):

Others (Please Specify):

SECTION C: SCALE OF FACTORS INFLUENCING DOUYIN SHORT VIDEO USERS' CONTINUOUS USAGE BEHAVIOR

Please tick (√) to the statements using the 7 Likert below:

1	2	3	4	5	6	7
Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree

1. Mobility: refers to the degree of convenience that mobile devices bring to users' access to Douyin App. Please read the following statements and tick (√) on one only which best describes your opinion.

No	Statements/ Items	1	2	3	4	5	6	7
1	There is almost no time limit on using the Douyin app.							
2	There are almost no location restrictions on the use of the Douyin app.							
3	I can use the Douyin app anytime I need to.							
4	I can use the Douyin app anywhere I need to.							
5	Mobility is an outstanding advantage of the Douyin app.							
6	Mobility makes the Douyin app possible to get the real-time information.							

2. Sociability: is operationalized as the ability or characteristic that enables users to communicate and interact with others or the platform in Douyin community. Please read the following statements and tick (√) on one only which best describes your opinion.

No	Statements/ Items	1	2	3	4	5	6	7
1	Douyin app allows me to meet people I otherwise would not have met.							
2	Douyin app allows me to discover friends who share my interests.							
3	Douyin app allows me to acquaintance people with the same interests as me.							
4	Douyin app enables me to get a good impression of the Douyin friends around me.							
5	Douyin app enables me to develop good social relationships with other Douyin friends in the environment.							
6	Douyin app enables me to feel part of the virtual community.							
7	Douyin app enables me to form close friendships with other Douyin friends in the environment.							

3. Entertainment: refers to the degree to which watching Douyin short video brings fun and entertainment to the user. Please read the following statements and tick (√) on one only which best describes your opinion.

No	Statements/ Items	1	2	3	4	5	6	7
1	Using Douyin app is entertaining to me.							
2	Using Douyin app is relaxing to me.							
3	Using Douyin app is enjoyable to me.							
4	I think the Douyin app is fun.							
5	I think the Douyin app is cool.							
6	I feel excited when using the Douyin app.							
7	I feel happy when using the Douyin app.							

4. Perceived Usefulness: interpreted as the extent to which users perceive that using the Douyin platform has improved their needs and capabilities. Please read the following statements and tick (√) on one only which best describes your opinion.

No	Statements/ Items	1	2	3	4	5	6	7
1	Douyin app can satisfy my need to shoot short videos.							
2	Douyin app helps me record my life.							
3	The Douyin app offers a variety of effects and filters to make my videos look even cooler.							
4	Using the Douyin app gives me access to content that interests me.							
5	Using the Douyin app gives me useful information.							
6	Using the Douyin app gives me useful knowledge.							
7	Using the Douyin app helps me to relieve the stress of studying.							
8	Using the Douyin app helps me to relieve stress at work.							
9	Using the Douyin app can enrich my life.							
10	Using Douyin app can broaden my horizons.							
11	Overall, the Douyin app works for me.							

5. Perceived Ease of Use: reflects users' experiences with learning to use the platform, performing various functions and interacting with operational steps and interface design. Please read the following statements and tick (√) on one only which best describes your opinion.

No	Statements/ Items	1	2	3	4	5	6	7
1	It was easy for me to learn how to use Douyin app.							
2	It is easy for me to use the viewing function of Douyin app.							
3	It's easy for me to use the click function of Douyin app.							
4	It's easy for me to use the posting function of Douyin app.							
5	It's easy for me to use the commenting function of Douyin app.							
6	I can easily become proficient at using Douyin app.							
7	I think the operation steps of Douyin app are simple.							
8	I think the interface of Douyin app is easy to use.							
9	Overall, using Douyin app is easy for me.							

6. Continuous Usage Behavior: defined as the behavior of users on Douyin APP in China, involving maintaining a certain frequency of use, forming a specific duration of usage, and developing continuous usage intentions, such as increasing usage frequency or recommending the platform to others. Please read the following statements and tick (√) on one only which best describes your opinion.

No	Statements/ Items	1	2	3	4	5	6	7
1	I will also use the Douyin app in the future.							
2	I will often use the Douyin app in the future.							
3	I will use the Douyin app regularly in the future.							
4	I will continue to spend my time using Douyin app.							
5	I would like to recommend the Douyin app to friends.							
6	I would like to recommend the Douyin app to relatives.							
7	I will keep the frequency of use of the Douyin app.							
8	I will even increase the frequency of use of the Douyin app.							

-END OF QUESTIONNAIRE-
THANK YOU FOR YOUR COOPERATION

Appendix B Questionnaire (Chinese)



马来西亚北方大学
艺术与科学学院

调查问卷

用户感知在抖音特征与持续使用行为关系中的中介作用

尊敬的受访者：

您好！

本问卷是马来西亚北方大学（Universiti Utara Malaysia）传播学博士学位论文研究的一部分。本研究的主要目的是探讨影响中国用户持续使用抖音短视频的行为因素。本问卷仅需占用您少许宝贵的时间，您的参与完全是自愿的。我们保证，所有收集到的信息将严格保密，请您放心作答。

请您根据实际情况诚实回答问题。非常感谢您抽出时间和精力完成本问卷！

此致

敬礼！

研究者/学生

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A部分:人口统计信息

说明: 请在符合您特征的选项上打勾(✓)。

1. 您是否使用过(超过1年)抖音短视频? [跳题]

<input type="checkbox"/>	是
<input type="checkbox"/>	否(结束问卷)

2. 年龄 [跳题]

<input type="checkbox"/>	20-24岁
<input type="checkbox"/>	25-30岁
<input type="checkbox"/>	31-35岁
<input type="checkbox"/>	35-39岁
<input type="checkbox"/>	其他(结束问卷)

3. 城市 [跳题]

<input type="checkbox"/>	北京
<input type="checkbox"/>	上海
<input type="checkbox"/>	广州
<input type="checkbox"/>	其他(结束问卷)

4. 性别

<input type="checkbox"/>	女
<input type="checkbox"/>	男

5. 职业

<input type="checkbox"/>	学生
<input type="checkbox"/>	企业员工
<input type="checkbox"/>	政府或事业单位员工
<input type="checkbox"/>	个体经商户
<input type="checkbox"/>	其他

6. 教育背景

<input type="checkbox"/>	高中及以下
<input type="checkbox"/>	专科
<input type="checkbox"/>	本科
<input type="checkbox"/>	研究生及以上

其他(请注明):

其他(请注明):

B部分：抖音用户的使用模式

说明：请在符合您特征的选项上打勾（√）。

1. 您每天使用抖音短视频的频率为？

<input type="checkbox"/>	1-3 次
<input type="checkbox"/>	4-7 次
<input type="checkbox"/>	8-15 次
<input type="checkbox"/>	>15 次

2. 您至今使用抖音短视频多长时间？

<input type="checkbox"/>	12-18 个月
<input type="checkbox"/>	19-24 个月
<input type="checkbox"/>	25-36 个月
<input type="checkbox"/>	37-48 个月
<input type="checkbox"/>	48个月以上

3. 您平均每天使用抖音短视频的时长大约为？

<input type="checkbox"/>	30分钟以内
<input type="checkbox"/>	30分钟 - 1小时
<input type="checkbox"/>	1 - 2 小时
<input type="checkbox"/>	2 -4 小时
<input type="checkbox"/>	4小时以上

4. 您一般在一天的什么时间使用抖音短视频？[多选题]

<input type="checkbox"/>	7:00-9:00点
<input type="checkbox"/>	9:00-12:00点
<input type="checkbox"/>	12:00-13:00 点
<input type="checkbox"/>	13:00-16:00 点
<input type="checkbox"/>	16:00-18:00 点
<input type="checkbox"/>	18:00-21:00 点
<input type="checkbox"/>	21:00-24:00 点
<input type="checkbox"/>	其他

5. 您一般通过抖音关注哪些内容？
[多选题]

<input type="checkbox"/>	时事热点
<input type="checkbox"/>	名人明星
<input type="checkbox"/>	游戏美食
<input type="checkbox"/>	可爱宠物
<input type="checkbox"/>	搞笑视频
<input type="checkbox"/>	学习生活
<input type="checkbox"/>	时尚美妆
<input type="checkbox"/>	其他

其他(请注明):

其他(请注明):



C 部分：影响抖音短视频用户持续使用行为的因素量表

请根据下面的 7 点李克特量表对以下陈述打勾（√）：

1	2	3	4	5	6	7
非常不同意	不同意	略微不同意	中立	略微同意	同意	非常同意

1. 移动性：指移动设备为用户访问抖音 APP 程序所带来的便利程度。请阅读以下陈述，并在最符合您观点的选项上打勾（√），每题仅限选择一项。

序号	陈述/题项	1	2	3	4	5	6	7
1	1.使用抖音APP几乎不受时间限制							
2	2.使用抖音APP几乎不受地方限制							
3	3.有需要时我可以随时使用抖音APP							
4	4.有需要时我可以在任何地方使用抖音APP							
5	5.移动性是抖音APP的突出优势							
6	6.移动性使获取实时信息成为可能。							

2. 社交性：指能够让用户在抖音社区中与他人或平台进行沟通和互动的能力或特性。请阅读以下陈述，并在最符合您观点的选项上打勾（√），每题仅限选择一项。

序号	陈述/题项	1	2	3	4	5	6	7
1	1 抖音APP让我认识了原本不会遇到的人。							
2	2 抖音APP让我发现了和我兴趣相同的朋友。							
3	3 抖音APP让我结识了和我有相同兴趣的人。							
4	4 抖音APP让我对周围使用抖音的朋友有了好的印象。							
5	5 抖音APP让我在这个环境中与其他朋友建立良好的社交关系。							
6	6 抖音APP让我感受到自己是虚拟社区的一部分。							
7	7 抖音APP让我在这个环境中与其他朋友建立亲密的友谊。							

3. 娱乐性:指观看抖音 APP 为用户带来乐趣和娱乐的程度。请阅读以下陈述,并在最符合您观点的选项上打勾(√),每题仅限选择一项。

序号	陈述/题项	1	2	3	4	5	6	7
1	使用抖音APP让我获得娱乐。							
2	使用抖音APP让我感到放松。							
3	使用抖音APP让我感到愉悦。							
4	我认为抖音APP很有趣。							
5	我认为抖音APP很酷。							
6	使用抖音APP让我感到兴奋。							
7	使用抖音APP让我感到开心。							

4. 感知有用性:指用户感知到使用抖音 APP 能够提升其需求满足程度和能力的程度。请阅读以下陈述,并在最符合您观点的选项上打勾(√),每题仅限选择一项。

序号	陈述/题项	1	2	3	4	5	6	7
1	抖音APP可以满足我拍摄短视频的需求。							
2	抖音APP帮助我记录生活。							
3	抖音APP提供了多种特效和滤镜,使我的视频看起来更酷。							
4	使用抖音APP让我能够接触到我感兴趣的内容。							
5	使用抖音APP让我获得有用的信息。							
6	使用抖音APP让我获得有用的知识。							
7	使用抖音APP有助于缓解我的学习压力。							
8	使用抖音App有助于缓解我的工作压力。							
9	使用抖音App可以丰富我的生活。							
10	使用抖音App可以开阔我的视野。							
11	总体来说,抖音App对我很有用。							

5.感知易用性:反映了用户在学习使用平台、执行各种功能以及与操作步骤和界面设计交互过程中的体验。请阅读以下陈述,并在最符合您观点的选项上打勾(√),每题仅限选择一项。

序号	陈述/题项	1	2	3	4	5	6	7
1	我很容易学会如何使用抖音APP。							
2	使用抖音APP的观看功能对我来说很简单。							
3	使用抖音APP的点击功能对我来说很简单。							
4	使用抖音APP的发布功能对我来说很简单。							
5	使用抖音APP的评论功能对我来说很简单。							
6	我可以很容易地熟练使用抖音APP。							
7	我认为抖音APP的操作步骤很简单。							
8	我认为抖音APP的界面非常易用。							
9	总体来说,使用抖音APP对我来说很容易。							

6.持续使用行为:指中国用户在抖音APP的行为,包括保持一定的使用频率、形成特定的使用时长以及发展持续使用的意图,例如增加使用频率或向他人推荐该平台。请阅读以下陈述,并在最符合您观点的选项上打勾(√),每题仅限选择一项。

序号	陈述/题项	1	2	3	4	5	6	7
1	我将来也会继续使用抖音APP。							
2	我将来会经常使用抖音APP。							
3	我将来会定期使用抖音APP。							
4	我会继续花时间使用抖音APP。							
5	我愿意将抖音APP推荐给朋友。							
6	我愿意将抖音APP推荐给亲戚。							
7	我会保持抖音APP的使用频率。							
8	我甚至会增加抖音APP的使用频率。							

-问卷结束 -
感谢您的配合!