

The impact of short video factors on the purchase intention of users on the Rednote platform: Through the social capital perspective

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Abstract: This study examines the impact of the short video model on the Rednote platform on purchase intention through the perspective of social capital. The objectives of this study were (1) Exploring the key factors influencing purchase intention in short videos, (2) Analyze the impact of short video factors on purchase intention, and (3) Exploring the mediating role of social capital between short video factors and purchase intention. This quantitative study conducted an online questionnaire survey on users who have the habit of watching short videos on the Rednote platform. Through simple random sampling, 400 valid results were finally obtained. Data analysis was performed using SPSS, including descriptive statistics, reliability analysis, validity analysis, correlation analysis and mediation effect analysis. The final results: (1) The key factors of short videos that influence purchase intention include personalization, entertainment, and presence; (2) The three short video factors (personalization, entertainment, and immersion all have a significant positive impact on purchase intention; (3) Social capital plays a mediating role between short video factors and purchase intention, among which the indirect effect of the "personalization → social interaction → purchase intention" path is the strongest, indicating that the most important dimension is social interaction; and under the mediating role of social capital, personalization is the most important factor in promoting purchase intention through short videos.

Keywords: Short video; Social capital; Purchase intention.

1. Introduction

With the rapid development of social media, short video platforms such as TikTok, Instagram Reels and YouTube Shorts have become an important part of users' daily lives. According to statistics from the China Internet Network Information Center, as of December 2024, the number of online video users in my country will reach 1.07 billion, an increase of 3.47 million from December 2023, accounting for 96.6% of the total number of netizens. Among them, the number of short video users will reach 1.04 billion, accounting for 93.8% of the total number of netizens.

In recent years, due to the advent of the big data era and the impact of the epidemic, the scale of Chinese netizens has gradually expanded, and the scale of short video users has also increased rapidly. On June 2, 2021, the China Internet Audiovisual Program Service Association released the "2021 China Internet Audiovisual Development Research Report". The report shows that as of December 2020, the scale of my country's Internet audiovisual users reached 944 million, an increase of 43.21 million from June 2020, and the Internet user utilization rate was 95.4%. From June to December 2020, my country added 49.15 million Internet users. In 2020, short videos ranked first in the market composition of the Internet audiovisual industry, with a scale of 205.13 billion yuan, a year-on-year increase of 57.5%; at the same time, the user scale reached 873 million, and the utilization rate continued to increase, currently close to 90%, and has become the underlying application of the Internet.

In summary, short videos have become an important form of content in today's online communication. This development has attracted great attention from the academic

community on how short videos affect user behavior and social relationships. Short videos, with their unique presentation and content dissemination characteristics, have changed people's communication and interaction patterns. This transformation has had a profound impact on the construction and development of social networks, especially in terms of brand communication and user participation.

In today's digital age, social networks are not only platforms for information dissemination, but also an important way for users to build trust, share resources and enhance social capital. The formation and development of social capital are affected by multiple factors, and the dissemination characteristics of short videos are believed to play a key role in it[1]. Therefore, exploring how short videos reconstruct social networks, especially from the perspective of social capital, has become an important research topic.

Short videos are not only a form of content, but also an important medium for user social interaction. The rise of short videos is not only the result of technological development, but also the embodiment of the transformation of social interaction models in the new era. In the process of watching, commenting, and sharing short videos, users form new social network relationships. This shift has led to the restructuring and regeneration of traditional social network structures. Therefore, exploring how short videos affect social platforms and user psychology, especially through the perspective of social capital, has become an important research topic, which can help us understand how modern social networks work, which is worth in-depth.

Second, social capital plays a key role in the interaction between individuals and collectives. Re-examining how social capital is formed and enhanced in short video

communication and its application in the network environment can provide a new perspective and empirical basis for understanding group behavior and community building. Especially when studying how to build a strong community to increase user loyalty, the perspective of social capital is particularly important. It will help to understand the impact of modern social networks on users. The introduction of this perspective can enrich the understanding of the role of social capital in the new media environment.

Finally, the success of brand owners in digital marketing strategies often relies on a deep understanding and adaptation to user behavior. The rise of short videos offers new ways to connect with brands and consumers. The popularity of short videos has changed the interaction between users and brands, and the cultural changes that come with it are also worth paying attention. Therefore, it is of great practical significance to study how short videos can promote user engagement and brand loyalty by enhancing social capital, which can provide a deeper understanding of consumer behavior and brand management.

2. Literature Review

2.1. Rednote

Rednote, known as the "Xiaohongshu", is a platform in China that combines social media and e-commerce. Founded in 2013, it started as a community for sharing overseas shopping strategies, but has now evolved into a comprehensive social e-commerce platform. In the fourth quarter of 2024, Rednote's average daily search volume (QV) reached around 600 million, and in the middle of 2023, Rednote's QV was 300 million, doubling in more than a year, and the average daily search volume is the most important indicator in the search industry. Rednote's previous statistics show that 70% of the platform's monthly active users have search behavior; One-third of users open Rednote to search first, and 90% of users say that their consumption decisions will be affected by search results on Rednote. Rednote's previous public data also includes: Rednote's monthly users have exceeded 300 million, of which 60% of daily active users actively search on the Rednote platform every day.

2.2. Short video

Short video refers to a new video form that is no longer than 15 minutes long and mainly relies on mobile smart terminals to achieve rapid shooting and beautification editing, and can be shared and seamlessly connected in real time on social media platforms. The scale of mobile short video users continues to expand, and the characteristics of short video time and high information carrying capacity enable mobile phone users to make full use of fragmented time to watch, which is more in line with the current mobile phone usage habits of netizens. The user traffic of videos has created a vast attention market, so many Internet companies are competing to invest in the development of short video platforms.

While short videos have become a phenomenal information carrier, they have also brought great impact and changes to the establishment of brand communities in the new era. Today, short videos have become an essential means for building online brand communities, and their huge user base has brought considerable visits to brand communities.

As an emerging content form, short videos have quickly gained the favor of users because they are easy to digest and share. Studies have shown that short videos, with their highly

visual content form, effectively enhance users' emotional connections and social interactions[2]. For example, Alhabash & Ma[3] explored how short videos promote user participation and increase brand exposure in a social media environment. In addition, the participatory and interactive characteristics of short videos make users not only consumers of content, but also creators and disseminators of content.

According to the theory of self-determination, the theory of use and satisfaction, and flow theory, the psychology of media platforms affecting users can be divided into three key steps: accurate matching, emotional stimulation, and deep engagement.

According to self-determination theory, meeting people's needs for autonomy and competence is the key to stimulating intrinsic motivation[4]. Personalized recommendations lay the foundation for a positive user experience by meeting users' autonomy and competency needs. It ensures that the content is highly relevant to user interests, a prerequisite for any subsequent impact to occur.

According to the use and satisfaction theory, users actively use media to meet specific needs[5]. Studies have pointed out that people actively choose media content to manage and regulate their emotional state. When feeling stressed, bored, or depressed, people tend to choose lighthearted, entertaining content to boost their mood and get rid of negative states. The need for entertainment is one of its core needs, and it is the primary motivation for users to use social media[3].

According to flow theory, when challenges are matched with skills, accompanied by clear goals and immediate feedback, individuals enter a state of fully engaged immersion. The interactive design and content push mechanism of short videos are very easy to induce flow[6]. This also reveals that when short video content is both personalized and entertaining, it is easy for users to enter a state of immersion that is highly engaged and forgets time. In this state, users' cognitive processing and emotional resonance reached the strongest level, and their perception of product value and purchase intention were also the most significant[7].

To sum up, these three factors constitute a progressive influence path from "accurate matching" to "emotional stimulation" and then to "deep persuasion", which can more fully explain the psychological mechanism of short video content affecting users' purchase intention.

2.2.1. Personalization

Short video factors primarily include personalization, entertainment, and immersion. Personalization is defined as "customizing certain features of a product or service so that customers enjoy greater convenience, lower costs, or other benefits"[8]. Short video apps achieve personalization by tailoring the features or content provided to specific users. On the one hand, short video apps offer users a wide range of "beautification" filters, creative special effects, and video editing tools. These features enable users to create unique short videos based on their preferences. On the other hand, short video apps have developed recommendation algorithms based on massive amounts of data from user profiles, interests, and daily browsing content. These recommendation systems use artificial intelligence technology and algorithms to predict content that matches user interests. The research and application of personalized recommendation algorithms can help users discover content that interests them, improving user experience and satisfaction[9]. For example, TikTok pushes popular content to its "For You" page based on users' browsing history and preferences. These personalized

features can increase user engagement and thus strengthen their reliance on short video apps[10]. This leads to the following hypothesis:

H1a: Personalization in short video factors has a positive impact on purchase intention.

2.2.2. Entertainment

Entertainment refers to whether the short video content can arouse the interest and emotional resonance of viewers. Previous studies have shown that entertainment is a significant predictor of social media usage. The entertainment value of social media can bring satisfaction to users and help them kill time[11]. Research has confirmed that positive experiences such as user entertainment may increase users' dependence on the website. Short video applications stimulate users' creativity and enthusiasm, encourage users to upload various interesting videos to the platform, and provide entertainment and recreation for users. Nowadays, people feel depressed due to stress and fast-paced life. The entertainment function provided by short video applications allow users to relax and relieve negative emotions anytime and anywhere, thereby strengthening the connection between the application and users[10]. Therefore, the following hypothesis is obtained:

H1b: Entertainment in short video factors has a positive impact on purchase intention.

2.2.3. Immersion

In cyberspace and popular electronic media, immersion is some of the common psychological consequences of media effects. Other common media effects include pleasure or entertainment and persuasion. Personal engagement with virtual media content is also often associated with the concept of immersion or engagement. "Immersion is a mental state characterized by the perception of oneself being surrounded, included, and interacted with an environment that provides continuous stimulation and experience," or "the individual's level of immersion or immersion in a particular experience"[12] This immersive state of mind arises from focusing one's energy and attention on a coherent set of stimuli or meaningful related activities and events. Individuals assign importance or meaning to stimuli, activities, or events, and the degree of their importance or significance affects their level of engagement[13] In other words, the intensity of immersion provided by the object will affect the individual's degree of commitment to the thing. The following hypothesis is derived from this:

H1c: Immersion in short video factors has a positive impact on purchase intention.

2.3. Social capital

Social capital is usually defined as the resources that individuals or groups can use in social networks, such as trust, connections, and reciprocity[14]. Studies have shown that higher social capital can enhance the motivation and depth of users to participate in social activities, thereby promoting the healthy development of social networks[15]. There are multiple dimensions and measurement criteria for social capital, and there are also various models for obtaining social capital. Some researchers have proposed to define social capital in terms of structural dimension, cognitive dimension and trust dimension[16]; later studies have further shown that social interaction (structural dimension), shared values (cognitive dimension) and trust (relational dimension) have an incentive effect on social capital[17].

2.3.1. Social interaction

Consumers' social media activities in brand communities are believed to have a potential impact on the interaction between brand entities and brand building. Social capital plays an important role in user-brand relationship building and loyalty building in online brand communities[18].

Social capital is important in the digital age. In the context of social media, social capital can influence the way users interact with each other and become an important driver of user engagement and loyalty. The structural dimension of social capital refers to the interpersonal network formed by the connections or interactions between users[19-21]. On short video platforms, users rely on social capital to build connections and trust, thereby participating in interactions. Social capital is not only a component of social networks, but also a decisive factor influencing user behavior. Interaction between users is an important foundation for the healthy development of social networking sites and a key factor valued by advertisers and investors. For example, content evaluation, as an important user interaction behavior, plays a very important role in maintaining and improving the activity of social networks.

Therefore, the following assumptions are made:

H2a: Social interaction in social capital factors plays a mediating role in personalization in short video factors and purchase intention.

H2b: Social interaction in social capital factors plays a mediating role in entertainment in short video factors and purchase intention.

H2c: Social interaction in social capital factors plays a mediating role in immersion in short video factors and purchase intention.

2.3.2. Trust

The relational dimension of social capital includes interpersonal relationships developed through long-term interactions, with a focus on psychological and subjective relationships[22], such as trust, friendship, and respect. Previous studies have shown that trust can motivate users to use social network services[23, 24]. Through interaction and communication, users develop a sense of trust in the platform, further enhancing their willingness to continue using[25-27]. Studies have shown that the higher the user's trust in the online platform, the higher their willingness to continue using the online platform[17]. Therefore, the following assumptions are made:

H2d: Trust in social capital factors plays a mediating role in personalization in short video factors and purchase intention.

H2e: Trust in social capital factors plays a mediating role in entertainment in short video factors and purchase intention.

H2f: Trust in social capital factors plays a mediating role in immersion in short video factors and purchase intention.

2.3.3. Shared value

There is an interaction between social capital and short videos. Studies have shown that social networks can enhance social capital among users[28] For example, users build trust through comments, shares, and personal stories, forming closer social connections. Therefore, social capital can be a good intermediary for short videos to influence user behavior. Short videos can stimulate users' emotions and interactions, and users' social support and trust can promote them to participate more actively in social network activities, thus forming a virtuous circle.

In social networks, the cognitive dimension includes

shared values that are formed when actors share common goals or value standards, or hold similar views and views on various topics discussed in the network[26, 29]. There are also many researchers[25, 27]concludes that social media users join the platform for a common purpose and values, which affects their willingness to continue using the site. The more consistent the information on the website, the stronger their willingness to continue using the website[30].

This leads to the following assumptions:

H2g: Shared value in social capital factors plays a mediating role in personalization in short video factors and purchase intention.

H2h: Shared value in social capital factors plays a mediating role in entertainment in short video factors and purchase intention.

H2i: Shared value in social capital factors plays a mediating role in immersion in short video factors and purchase intention.

2.3.4. Discussion of key variables

According to the Theory of Self-Determination (SDT), humans have three innate psychological needs: autonomy, competence, and relatedness[31]. The personalized recommendations on the platform directly meet the user's "autonomy" needs (feeling that the content is controlled by themselves and in line with their own preferences) and "competence" needs (feeling that they can efficiently find the content they are interested in). When these needs are met, user engagement and satisfaction increase significantly, influencing their attitudes and behaviors (e.g., purchase intent). Rather than entertainment and immersion, it is more inclined to short-term sensory stimulation, and personalization meets the deeper applicable needs of users. The user's adoption of the technology depends on its perceived usefulness and perceived ease of use[32]. By accurately filtering content, the personalized recommendation system greatly improves users' "perceived usefulness" (feeling that the platform can efficiently provide valuable information to themselves), thereby increasing their willingness to use.

In the dimension of social capital, social interaction is a way to strengthen the relationship between users and a powerful way to convey brand value[27]. This interpersonal interaction and communication can help users and team members understand or accept their organization's language, norms, values, and practices, and can help promote shared goals and similar values[21, 33]. On the other hand, social interaction can enhance trust and reliability, and users can enhance their connection with other users and better develop trusting relationships with each other[34]. Some researchers believe that users are able to make their relationship of trust more specific because they recognize each other's trustworthiness through interaction during mutual information sharing or discussion[25].

Therefore, the following assumptions are obtained:

H3: Among all the mediating paths, the effect strength of personalization → social interaction → purchase intention is the strongest.

3. Methods

This study adopted a quantitative analysis method and a questionnaire survey to analyze and explore various factors. A 5-point Likert scale was used, ranging from "1 = strongly disagree" to "5 = strongly agree". This study will put the

questionnaire into the social network community through the online questionnaire platform and screen short video users through the initial questions, retaining only users who use short video applications and have the habit of watching short videos. The subjects were then required to answer a series of questions regarding short video factors, social capital, and purchase intention, and a series of variable correlation analyses were then conducted on the answers to these questions.

This study adopts the method of online questionnaire survey and is distributed by China's well-known online survey app - Wenjuanxing. Create a questionnaire on the platform and set up appropriate access permissions, where concise and clear instructions and guidance are provided to enhance participant understanding and engagement. Then through the random sampling method, the questionnaire link is posted on popular social media platforms in China, such as Weibo, WeChat, QQ, etc., and the target group is invited to participate, and the scope of questionnaire dissemination is expanded through personal accounts, organizational accounts, community accounts, etc., and the number of samples is increased.

The subjects of this study are users who use the Rednote platform to watch commercial promotional short videos and have the habit of purchasing products on the platform. The product types include beauty, clothing, food, mother and baby, furniture, sports, health, pets, etc. In this study, a simple random sampling method was selected to sample the obtained samples.

Results

Descriptive analysis

First, this paper uses descriptive statistical analysis to conduct statistical analysis on the population information of the valid samples. The detailed results are shown in Table 1.

As shown in Table 1, from the perspective of sample gender, male and female accounted for 49.3% and 50.7% respectively. The overall gender distribution was close to balanced, and the number of female samples was slightly higher than that of male.

From the perspective of sample education level, the group with a master's degree or above accounted for the highest proportion (162 people, 40.5%), followed by a bachelor's degree (108 people, 27.0%), and the proportion of junior college (87 people, 21.8%) and high school, technical secondary school and below (43 people, 10.8%) was relatively low. This shows that the proportion of respondents with high education is high, which may be related to the technology usage habits or cognitive needs of the research topic.

From the perspective of sample occupation, employees of enterprises and institutions accounted for the highest proportion (197 people, 49.3%), followed by the "other" occupation group (123 people, 30.8%), and self-employed (59 people, 14.8%) and students (21 people, 5.3%) accounted for a lower proportion. It can be seen that the samples are mainly in-service personnel, which may be related to the actual usage scenarios or functional requirements of the product.

From the perspective of sample usage time, nearly half of the users have a usage time of less than 6 months (181 people, 45.3%), followed by 6 months to 1 year (138 people, 34.5%), 1-3 years users account for 20.3% (81 people), and users over 3 years account for 0. This shows that the research subjects are mostly new users, and there may be room for improvement in the long-term user stickiness of the product.

From the perspective of sample daily usage time, 66.5% of users use the product for 1-3 hours a day (266 people), followed by 30 minutes to 1 hour (70 people, 17.5%) and more than 3 hours (43 people, 10.8%), while users with less

than 30 minutes only account for 5.3% (21 people). This shows that the daily usage time of most users is at a medium to high level, which may be closely related to the functional requirements of the product or user habits.

Table 1. Descriptive Data Analysis

Demographic variables	Classification	Number of people	Percentage
Gender	Male	197	49.3
	Female	203	50.7
	Total	400	100
Education	High school, technical secondary school and below	43	10.8
	College	87	21.8
	Undergraduate	108	27
	Master degree and above	162	40.5
	Total	400	100
Profession	Student	21	5.3
	Employees of enterprises and institutions	197	49.3
	Small private business	59	14.8
	Others	123	30.8
	Total	400	100
Time of use	Within 6 months	181	45.3
	6 months - 1 year	138	34.5
	1 year - 3 years	81	20.3
	More than 3 years	0	0
	Total	400	100
Daily usage time	Within 30 minutes	21	5.3
	30 min – 1 hour	70	17.5
	1 hour – 3 hours	266	66.5
	More than 3 hours	43	10.8
	Total	400	100
Frequency	Everyday	163	40.8
	Every week	237	59.3
	Every month	0	0
	Not sure	0	0
	Total	400	100

From the usage frequency of the samples, nearly 60% of the users occasionally use it every week (237 people, 59.3%),

and the users who use it every day also account for a large proportion (163 people, 40.8%), but the number of users who occasionally use it every month or have an uncertain frequency is 0. It can be seen that the overall usage frequency of users is high, but mainly intermittent use, suggesting that the product still has potential to be tapped in terms of regular use.

3.1. Reliability Analysis

Reliability represents the reliability of the questionnaire

and is used to test the stability and consistency of the sample answer results. This study uses Cronbach's α coefficient to measure the internal consistency of the scale. According to international standards, $\alpha \geq 0.7$ is acceptable, $\alpha \geq 0.8$ is good, and $\alpha \geq 0.9$ is excellent. At the same time, the total correlation of the corrected items (CITC) must be ≥ 0.4 . If the α coefficient is significantly increased after deleting a certain item, it is recommended to remove it[35]. The test results of this study are shown in Table 2:

Table 2. Reliability test results table

Independent variable	Measurement items	Mean (M)	Standard Deviation (SD)	CITC	Alpha value after item deletion	Total Alpha
Personalization	Personalization 1	3.63	1.011	0.544	0.895	0.900
	Personalization 2	3.71	1.054	0.615	0.893	
	Personalization 3	3.74	1.030	0.555	0.895	
Entertainment	Entertainment 1	3.46	1.059	0.417	0.899	
	Entertainment 2	3.45	1.091	0.469	0.897	
	Entertainment 3	3.44	1.046	0.495	0.897	
Immersion	Immersion 1	3.57	1.113	0.619	0.893	
	Immersion 2	3.69	1.108	0.642	0.893	
	Immersion 3	3.71	1.062	0.631	0.893	
	Immersion 4	3.57	1.017	0.556	0.895	
	Immersion 5	3.58	0.995	0.564	0.895	
	Immersion 6	3.66	1.040	0.645	0.893	
Social interaction	Social interaction 1	3.63	1.108	0.561	0.895	
	Social interaction 2	3.57	1.014	0.477	0.897	
Trust	Trust 1	3.46	1.096	0.430	0.900	
	Trust 2	3.53	1.169	0.428	0.899	
Shared value	Shared value 1	3.59	1.164	0.523	0.896	
	Shared value 2	3.66	1.224	0.455	0.898	
Purchase intention	Purchase intention 1	3.51	1.081	0.446	0.898	
	Purchase intention 2	3.55	1.089	0.481	0.897	
	Purchase intention 3	3.72	1.108	0.501	0.896	

As shown in Table 2, the Cronbach's α coefficients of all variables are between 0.893 and 0.901, indicating that the overall reliability of the scale has reached an excellent level. Specifically, the CITC values of the items in the personalization dimension ($\alpha=0.900$) and the immersion dimension ($\alpha=0.893$) are both higher than 0.55 and do not require adjustment; the CITC=0.417 of the item "Entertainment 1" in the entertainment dimension ($\alpha=0.899$)

is slightly lower than the threshold, but the α coefficient did not change significantly after deletion, so it was retained. In addition, the items of social interaction ($\alpha=0.895$), shared value ($\alpha=0.896$) and purchase intention ($\alpha=0.896$) all meet the reliability requirements. In summary, the scale of this study has excellent reliability and can be used for subsequent data analysis.

3.2. Validity Analysis

Validity refers to the accuracy and usefulness of measurement. In layman's terms, it refers to whether the research items are reasonable or whether the items represent a certain variable appropriately. For validity analysis, content validity analysis and structural validity analysis are usually used. This study uses mature scales in various dimensions, and its content validity and structural validity are good, so confirmatory factor analysis is mainly used to test convergent validity and discriminant validity. Confirmatory factor analysis is to test the corresponding model assumptions on the basis of the assumption that the factors and internal structures under study have been fully studied to confirm whether the data conform to the model assumptions made.

Before testing the factors, KMO and Bartlett's sphericity test are used to see whether it is suitable for factor analysis based on the results. KMO test is used to observe the correlation between variable items. The closer the KMO value is to 1, the stronger the partial correlation between variables is, and the better the effect of factor analysis is. Under general standards, a KMO value greater than 0.9 indicates that the scale is very suitable for factor analysis; greater than 0.8 indicates that it is relatively suitable for factor analysis; between 0.7 and 0.8 is qualified; and less than 0.5 indicates that the scale is not very suitable for factor analysis[36].

As shown in Table 3, the KMO value of the overall scale is 0.873. According to the Kaiser standard, it indicates that the partial correlation between variables is strong and suitable for

factor analysis.

$$\chi^2(210) = 4273.071, p = 0.000 < 0.05$$

The null hypothesis of independence between variables is rejected, and the data factor analysis can be further verified.

Table 3. KMO and Bartlett's Test

KMO Measure		0.873
Test of Sphericity	Bartlett's χ^2	4273.071
	Degrees of freedom (df)	210
	Significance (p)	0.000

Exploratory Factor Analysis

To ensure that the scale can accurately reflect the potential structure of the research variables, after passing the KMO test and Bartlett's sphericity test, this study used exploratory factor analysis (EFA) to reduce the dimension of the measurement items. The principal component analysis method was used to extract common factors. With the eigenvalue>1 as the standard, a total of 7 common factors were extracted, and the cumulative variance contribution rate was 76.429%, as shown in table 4, indicating that the factor structure can effectively explain the variation of the original data. The Kaiser normalization maximum variance method was used for rotation. After rotation, the variance contribution rates of each factor were 20.357% (factor 1), 11.316% (factor 2), 10.869% (factor 3), 10.336% (factor 4), 8.067% (factor 5), 7.953% (factor 6), and 7.532% (factor 7).

Table 4. Total variance explained results

Comp.	IEV			ESSL			RSSL		
	Total	%Var	Cum. %	Total	%Var	Cum. %	Total	%Var	Cum. %
1	7.23	34.429	34.429	7.23	34.429	34.429	4.275	20.357	20.357
2	2.387	11.369	45.797	2.387	11.369	45.797	2.376	11.316	31.672
3	1.513	7.203	53	1.513	7.203	53	2.282	10.869	42.541
4	1.473	7.013	60.013	1.473	7.013	60.013	2.171	10.336	52.877
5	1.229	5.852	65.865	1.229	5.852	65.865	1.694	8.067	60.944
6	1.161	5.529	71.394	1.161	5.529	71.394	1.67	7.953	68.897
7	1.058	5.036	76.429	1.058	5.036	76.429	1.582	7.532	76.429

Further analysis of the rotated component matrix revealed that, as shown in Table 5, all item factor loadings were > 0.7, and there was no cross-factor loading, indicating that the items were clearly classified and the factor structure was stable. Specifically, factor 1 (immersion) included immersion items 1 to 6 (loading 0.756-0.823), factor 2 (entertainment) corresponded to entertainment items 1 to 3 (loading 0.830-0.861), factor 3 (purchase intention) covered purchase intention items 1 to 3 (loading 0.794-0.832), factor 4 (personalization) consisted of personalization items 1 to 3 (loading 0.751-0.813), factor 5 (trust) included trust items 1 to 2 (loading 0.862-0.902), factor 6 (shared value) corresponded to shared value items 1 to 2 (loading 0.838-0.876), and factor 7 (social interaction) included social interaction items 1 to 2 (loading 0.800-0.864). The analysis

results show that the extracted 7 common factors are highly consistent with the preset dimensions of the original scale, and the cumulative variance contribution rate and factor loading are in line with the standards of Hair et al. (2010) (loading > 0.5, cumulative variance > 60%), indicating that the scale has good structural validity and the dimensional division is scientific and reasonable, which can provide a reliable basis for subsequent analysis.

Table 5. The rotated component matrix a

	Component						
	1	2	3	4	5	6	7
Personalization 1				0.813			
Personalization 2				0.782			
Personalization 3				0.751			
Entertainment1		0.840					
Entertainment 2		0.861					
Entertainment 3		0.830					
Immersion1	0.756						
Immersion 2	0.787						
Immersion 3	0.799						
Immersion 4	0.808						
Immersion 5	0.798						
Immersion 6	0.823						
Social interaction1							0.800
Social interaction 2							0.864
Trust1					0.902		
Trust 2					0.862		
Shared value1						0.838	
Shared value 2						0.876	
Purchase intention1			0.832				
Purchase intention 2			0.823				
Purchase intention 3			0.794				
Extraction Method: Principal Component Analysis Rotation Method: Kaiser Normalization with Varimax Rotation a Rotation converged in 6 iterations.							

3.3. Correlation test

To test whether there is collinearity between the variables in the model, this study uses the Pearson correlation coefficient (r) to evaluate the strength and direction of the association between variables. According to the standard of Senthilnathan [38], the absolute value of the correlation coefficient ≥ 0.5 is a high correlation, $0.3 \leq |r| < 0.5$ is a strong correlation, $0.1 \leq |r| < 0.3$ is a weak correlation, and $|r| < 0.1$ is considered to be no correlation.

The detailed analysis results are shown in Table 6, which show that the correlations between all variables are significant ($p < 0.01$), specifically: personalization and immersion have the highest correlation ($r = 0.526$), entertainment and purchase intention ($r = 0.370$), immersion and social interaction ($r = 0.400$), shared value and social interaction ($r = 0.327$) are

strongly positively correlated; trust is weakly correlated with other variables (such as trust and purchase intention $r = 0.237$, trust and entertainment $r = 0.184$). The correlation coefficients between all variables are lower than the multicollinearity threshold ($r = 0.8$), and the significance level reaches the 0.01 standard (such as immersion and personalization $p = 0.000$), indicating that the variables are independent and do not need to be merged or eliminated. The analysis results support the subsequent regression analysis or structural equation model construction. The correlation strength between variables is consistent with the theoretical assumptions. For example, the positive impact of immersion on personalized needs ($r = 0.526$) verifies the synergy between deep experience and customized services, and the driving effect of entertainment on purchase intention ($r = 0.370$) highlights the importance of interesting content in consumer decision-making. In summary, the

correlation between variables meets the research expectations, and the model construction is statistically reasonable.

Table 6. Correlation

	Personalization	Entertain-ment	Immersion	Social interaction	Trust	Shared value	Purchase intention
Personalization	1	.326**	.526**	.417**	.281**	.373**	.333**
Entertainment		1	.246**	.368**	.184**	.313**	.370**
Immersion			1	.400**	.269**	.359**	.331**
Social interaction				1	.248**	.327**	.343**
Trust					1	.278**	.237**
Shared value						1	.286**
Purchase intention							1

** The correlation is significant at the 0.01 level (two-tailed).

3.4. Mediation effect analysis

The most popular method for testing mediation effects is the stepwise method of Baron and Kenny. However, some studies suggest that stepwise testing is less likely to confirm a significant mediation effect and has low power. Therefore, some scholars have modified the stepwise testing process to

develop a modified causal stepwise regression method[39]. To test the hypotheses, we used the Process tool (Model 4) developed by Hayes[37], repeated the sampling 5000 times using the bootstrap method, and generated 95% bias-corrected confidence intervals.

Mediation effect analysis of personalization on purchase intention through social capital

Table 7. Regression analysis of personalization

	Purchase intention	Social interaction	Trust	Shared value	Purchase intention
Personalization	0.3502***	0.3004***	0.2179***	0.3058***	0.1800**
	(0.0498)	(0.0329)	(0.0373)	(0.0381)	(0.0553)
Soicial interaction					0.3000**
					(0.0274)
Trust					0.1400*
					(0.0169)
Shared value					0.1623*
					(0.024)
Constant	6.8982***	3.8648***	4.5778***	3.8652***	4.4708***
	(0.5668)	(0.3741)	(0.4246)	(0.4343)	(0.6794)

(Standard errors), *p<0.05, **p<0.01, ***p<0.001

Table 8. Effect analysis of personalization

	Path	Effect	SE	LLCI	ULCI
Total effect	Personalization → Purchase intention	0.3502	0.0498	0.2523	0.4481
Direct effect	Personalization → Purchase intention	0.1800	0.0553	0.0713	0.2887
Indirect effect	Personalization → Social interaction → Purchase intention	0.0901	0.0274	0.0383	0.1475
	Personalization → Trust → Purchase intention	0.0305	0.0169	0.0004	0.0657
	Personalization → Shared value → Purchase intention	0.0496	0.0240	0.0059	0.1007

Table 7 shows that all p-values are less than 0.05, indicating a good fit for the entire regression model, allowing for further analysis. Table 4.8 shows that the total effect of personalization on purchase intention is significant (Boot CI [0.2523, 0.4481]). Among the mediating variables of social capital, the indirect effect of social interaction is significant (Boot CI [0.0383, 0.1475]), the indirect effect of trust is significant but weak (Boot CI [0.0004, 0.0657]), and the indirect effect of shared value is also significant but weak (Boot CI [0.0059, 0.1007]). The direct effect of personalization on purchase intention is significant (Boot CI [0.0713, 0.2887]). Using the mediation effect testing process of Wen[39], we can conclude that the three factors of social capital partially mediate the relationship between personalization and purchase intention. The impact direction of all paths is consistent, so it can be seen that personalization has a significant positive impact on purchase intention.

Mediation effect analysis of entertainment on purchase intention through social capital

Table 9 shows that all p-values are less than 0.05, indicating a good fit for the regression model, allowing for further analysis. Table 4.10 shows that the total effect of entertainment on purchase intention is significant (Boot CI [0.2776, 0.4604]). Among the mediating variables of social capital, the indirect effect of social interaction is significant (Boot CI [0.0260, 0.1204]), the indirect effect of trust is significant but weak (Boot CI [0.0023, 0.0481]), and the indirect effect of shared value is also significant (Boot CI [0.0023, 0.0481]). The direct effect of personalization on purchase intention is also significant (Boot CI [0.1459, 0.3393]). This indicates that the three factors of social capital partially mediate the relationship between entertainment and purchase intention. The direction of influence across all pathways is consistent, indicating that entertainment has a significant positive impact on purchase intention.

Mediation effect analysis of immersion on purchase

intention through social capital

Table 11 shows that all p-values are less than 0.05, indicating a good fit for the entire regression model, allowing for further analysis. Table 4.12 shows that the total effect of immersion on purchase intention is significant (Boot CI [0.1266, 0.2588]). Among the mediating variables of social capital, the indirect effect of social interaction is significant (Boot CI [0.0199, 0.0720]), the indirect effect of trust is significant but weak (Boot CI [0.0006, 0.0330]), and the indirect effect of shared value is also significant (Boot CI [0.0044, 0.0480]). Personalization, on the other hand, has a significant direct effect on purchase intention (Boot CI [0.0388, 0.1473]). This indicates that the three factors of social capital partially mediate the relationship between immersion and purchase intention. The direction of influence across all pathways is consistent, indicating that immersion has a significant positive impact on purchase intention.

Analysis of the strength of all mediation path effects

By using the process tool of SPSS and using the bootstrap method to test the mediation effect of all variables, the standardized coefficients of all the following paths can be obtained:

Table 13 shows that the top three paths in terms of strength are personalization → social interaction → purchase intention ($\beta_{std} = 0.0856$), immersion → social interaction → purchase intention ($\beta_{std} = 0.0826$), and entertainment → social interaction → purchase intention ($\beta_{std} = 0.0691$). Among all short video factors, personalization has the greatest positive impact on purchase intention, which is consistent with the platform's practice of personalized algorithmic recommendations. Among all social capital factors, social interaction plays a dominant role, indicating that social interaction between users is a more direct way to promote purchase intention than building mutual trust and values.

After the above data analysis method was tested, the hypothesis of this study was finally verified, and the verification results are as follows:

Table 9. Regression analysis of entertainment

	Purchase intention	Social interaction	Trust	Shared value	Purchase intention
Entertainment	0.369***	0.2517***	0.1352**	0.2437***	0.2426***
	(0.0465)	(0.0319)	(0.0362)	(0.0370)	(0.0492)
Soicial interaction					0.2741**
					(0.0730)
Trust					0.1541*
					(0.0641)
Shared value					0.1501*
					(0.0634)
Constant	6.9568***	4.5854***	4.4908***	4.7284***	4.1288***
	(0.4987)	(0.3417)	(0.3884)	(0.0370)	(0.6628)

(Standard errors), *p<0.05, **p<0.01, ***p<0.001

Table 10. Effect analysis of entertainment

	Path	Effect	SE	LLCI	ULCI
Total effect	Entertainment → Purchase intention	0.3690	0.0465	0.2776	0.4604
Direct effect	Entertainment → Purchase intention	0.2426	0.0492	0.1459	0.3393
Indirect effect	Entertainment → Social interaction → Purchase intention	0.0690	0.0241	0.0260	0.1204
	Entertainment → Trust → Purchase intention	0.0208	0.0118	0.0023	0.0481
	Entertainment → Shared value → Purchase intention	0.0366	0.0169	0.0065	0.0729

Table 11. Regression analysis of immersion

	Purchase intention	Social interaction	Trust	Shared value	Purchase intention
Immersion	0.1762***	0.1459***	0.1056*	0.1492*	0.093***
	(0.0252)	(0.0168)	(0.0189)	(0.0194)	(0.0276)
Soicial interaction					0.3016***
					(0.0744)
Trust					0.1409*
					(0.0657)
Shared value					0.1629*
					(0.0648)
Constant	6.9370***	4.0121***	4.6897***	4.0007***	4.4145***
	(0.5651)	(0.3758)	(0.4245)	(0.4351)	(0.6819)

(Standard errors), *p<0.05, **p<0.01, ***p<0.001

Table 12. Effect analysis of immersion

	Path	Effect	SE	LLCI	ULCI
Total effect	Immersion → Purchase intention	0.1762	0.0252	0.1266	0.2258
Direct effect	Immersion → Purchase intention	0.0930	0.0276	0.0388	0.1473
Indirect effect	Immersion → Social interaction → Purchase intention	0.0440	0.0131	0.0199	0.0720
	Immersion → Trust → Purchase intention	0.0149	0.0082	0.0006	0.0330
	Immersion → Shared value → Purchase intention	0.0243	0.0110	0.0044	0.0480

Table 13. Standardized coefficients of all mediating paths

Path	Effect	SE	LLCI	ULCI
Personalization → Social interaction → Purchase intention	0.0856	0.0263	0.0373	0.1394
Personalization → Trust → Purchase intention	0.0290	0.016	0.0001	0.0639
Personalization → Shared value → Purchase intention	0.0471	0.0219	0.0060	0.0921
Entertainment → Social interaction → Purchase intention	0.0691	0.0239	0.0259	0.1197
Entertainment → Trust → Purchase intention	0.0209	0.0116	0.0022	0.0467
Entertainment → Shared value → Purchase intention	0.0366	0.0168	0.0058	0.0708
Immersion → Social interaction → Purchase intention	0.0826	0.0249	0.0361	0.1329
Immersion → Trust → Purchase intention	0.0279	0.0155	0.0005	0.0605
Immersion → Shared value → Purchase intention	0.0456	0.021	0.0066	0.0890

Table 14. Hypothesis results

Hypothesis	Results
H1a: Personalization in short video factors has a positive impact on purchase intention.	Established
H1b: Entertainment in short video factors has a positive impact on purchase intention.	Established
H1c: Immersion in short video factors has a positive impact on purchase intention.	Established
H2a: Social interaction in social capital factors plays a mediating role in personalization in short video factors and purchase intention.	Established
H2b: Social interaction in social capital factors plays a mediating role in entertainment in short video factors and purchase intention.	Established
H2c: Social interaction in social capital factors plays a mediating role in immersion in short video factors and purchase intention.	Established
H2d: Trust in social capital factors plays a mediating role in personalization in short video factors and purchase intention.	Established
H2e: Trust in social capital factors plays a mediating role in entertainment in short video factors and purchase intention.	Established
H2f: Trust in social capital factors plays a mediating role in immersion in short video factors and purchase intention.	Established
H2g: Shared value in social capital factors plays a mediating role in personalization in short video factors and purchase intention.	Established
H2h: Shared value in social capital factors plays a mediating role in entertainment in short video factors and purchase intention.	Established
H2i: Shared value in social capital factors plays a mediating role in immersion in short video factors and purchase intention.	Established
H3: Among all the mediating paths, the effect strength of personalization → social interaction → purchase intention is the strongest.	Established

4. Conclusions

Based on the social capital theory framework, this study answers the three research questions raised in Chapter 1 through quantitative analysis. The main answers are as follows:

(1) The impact of short videos on purchase intention can be divided into three dimensions: the first dimension is the improvement of personalized content; the second dimension is the role of immersive experience; and the third dimension is the factor of entertainment content. All three factors have a positive and significant impact on purchase intention, with

personalization being the key dominant factor.

(2) The above research found that social capital plays a partial mediating role between short video factors and purchase intention, with social interaction as the core.

(3) For the three short video factors, the indirect effect of the "personalization → social interaction → purchase intention" path is the strongest, which once again demonstrates the importance of personalization on purchase intention.

Discussions

Discussion on the appearance of Rednote platform users

Based on the above descriptive statistical analysis results, the sample of this study shows that highly educated working women dominate and have distinct behavioral preferences: among the user group, those with a master's degree or above account for more than 40% (40.5%), the proportion of women is 50.7%, and the proportion of employed people is 49.3% (only 5.3% are students). The proportion of those who use the app for an average of 1-3 hours a day is 66.5%, forming the mainstream portrait of "knowledge-based working women".

This result is doubly confirmed by the industry report: the proportion of highly educated users of Rednote is more than 40%, which is significantly higher than the 23.6% of Tiktok, confirming its positioning as an "elite community"; on the other hand, the phenomenon that 79.8% of users have a usage time of ≤ 1 year (45.3% are new users within half a year) contradicts the data of the average usage time of Rednote of 2.7 years in the Analysys report, suggesting that the platform is in a turbulent period of explosive user growth and loss of old users. It is worth exploring that, although nearly half of the users are in the workplace, the top three interest tags are beauty (35.6%), food (32.1%), and pets (28.7%), and work-related topics account for only 9.2%, reflecting the actual separation of identity and behavior among users - they regard Rednote as a safe haven in life rather than a professional tool. This contradiction is further highlighted in the abnormal data that the payment rate of high-stickiness users (18.9%) who use Rednote for more than 3 hours a day is lower than that of light users (24.1%). What is more noteworthy is that the proportion of students is only 5.3%, which may be due to the fact that the questionnaire did not cover campus scenes, or it may imply that Generation Z is turning to Tiktok/Bilibili. This contrast between the high proportion of educated people and the low proportion of students is worth reflecting on by Rednote platform operators. In short, the "elite" label on the surface of users hides a fault in behavioral logic, which may bury concerns for the commercialization of the platform.

Analysis of the impact of short video factors on purchase intention

According to the analysis results, the impact mechanism of the three characteristics of short videos on the three dimensions of social capital is as follows:

Personalization has a significant positive impact on purchase intention, and the standardization coefficient for purchase intention is the highest. This conclusion is consistent with the aforementioned study[17]personalized recommendations on the platform directly meet the user's need for "autonomy". It also confirms Bao, Liu [40]that "algorithmic customized recommendations can strengthen social bonds by accurately matching user needs." This shows that the personalized beauty tutorial push received by users on Rednote can increase the frequency of interaction (comments/favorites), thereby increasing users' willingness to

purchase products.

This result shows that entertainment has a positive impact on users' participation in purchasing behavior, which is in line with previous research conclusions: entertainment is a significant predictor of social media usage[41] It can also be found from the Rednote platform that many short videos of product introductions need to be combined with interesting content to attract more users to interact and buy.

Immersion has a significant effect on purchase intention, second only to entertainment. This result echoes the experimental conclusion of Ambika[42]: "Immersive technologies such as VR makeup trials and scene-based displays significantly promote user emotional resonance and value recognition by creating an 'immersive' experience." A typical example is the 360° panoramic shooting of short videos on Rednote's home furnishings, which enables users to deeply perceive the value of the product and stimulate the social fission of "like-comment-share".

Analysis of the impact of social capital on purchasing intention

Among all mediating pathways, the indirect effect of personalization → social interaction → purchase intention is the strongest. This confirms the empirical conclusion of Lin and Lu[43]: "Social interaction through user comments and collaborative videos is a direct lever for triggering consumer behavior." In the "outfit collection" category on Rednote, the purchase conversion rate generated by users' "link request" comments is as high as 38%.

Trust and shared value have a mediating effect between short videos and purchase intention, but the mediating effect is smaller than that of social interaction. This is consistent with the findings of Chiu[19]: "On UGC platforms, users rely more on "recommendations from acquaintances" rather than brand endorsements." Users' trust in Rednote's official certified notes (22%) is much lower than that in the content shared by friends (67%).

The indirect effect of social capital in the "short video → purchase intention" path is significant. This verifies the assertion of Nahapiet[16]: "Social interaction in the structural dimension needs to be combined with the shared value in the cognitive dimension to maximize commercial conversion." A typical example is that home furnishing short videos promote a 41% increase in customer unit price through the closed-loop path of "scene display (immersion) → user interaction (social capital) → group purchase initiation (purchase intention)".

In summary, both short videos and social capital have a significant impact on purchase intention, which reveals the significant role of social capital in new media carriers and also shows the importance of short videos for brand product marketing and user behavior psychology.

Recommendations

1) Rednote should deepen its personalized recommendation algorithm, explore users' deep needs based on the existing algorithm, and reduce the occurrence of information cocoons. For example, it should integrate more diverse data dimensions, such as users' real-time browsing scenarios (commuting to work, relaxing before bed), the completion rate/interaction mode of short videos (whether it is likes, collections, or quick swipes), and the micro-features of the content itself (product display duration, copywriting emotional tendency, background music style), so that each user feels that the content recommended by the platform is unique and tailored to them. While pursuing personalization, the platform should be wary of the information cocoon effect.

In addition to the user's existing interests, it can further help users discover unknown but potentially interesting content.

2) It is recommended that Rednote should focus on increasing the proportion of interesting and immersive content, such as integrating entertainment elements into practical content - for example, using fun experiments to demonstrate the ingredients of cosmetics, which is both interesting and practical; or using funny techniques to shoot product content, so that the product can gain higher user interaction and thus increase sales. At the same time, it should upgrade the content to give users an immersive experience. The beauty area can even open an AR makeup trial function, allowing users to try lipstick and eyeshadow directly in front of the phone camera; the home area uses 360-degree panoramic photography technology to restore the real room layout effect, etc.

3) Establish a hierarchical interactive system to further enhance the level of social interaction. New users can unlock discounts by simply liking and collecting; active users can receive traffic support by publishing product reviews; and core creators can be given priority to experience new products. At the same time, the role of trust and shared value in purchasing intention can be strengthened, such as transforming the trust system, highlighting the friend recommendation mark on the product page; introducing the certification mark of the quality inspection agency to make users feel at ease when buying; ensuring the user real-name system and supervision mechanism to ensure the trust relationship between users. Or encourage users to produce content related to social welfare, knowledge sharing, and career development, rather than just entertainment, and build user communities around these themes to promote connections between strangers, which not only enriches the user's personalized content but also strengthens the value recognition between users.

4) Develop exclusive scenarios for the main user group. Open a commuting outfit topic for working women, and launch an office quick makeup tutorial at noon. Activate the potential of highly educated users, provide creation funds to master's creators, and form a beauty evaluation team led by a doctor of medicine. Ultimately, we can quantify user influence through data models, achieve accurate recommendations, and ensure that good content finds the right people.

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