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The impact of mobile short video platform characteristics on users' continuous use behavior in China: A stimulus-organism-response perspective

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Abstract The features of mobile short video are the important driver for users' continuous use behavior, but the influence of these characteristics on users' sustained use behavior has been scarcely studied. Building upon the stimulus-organism-response theory, this study aims to unravel the impact mechanism behind short video users' continuous usage. It surveyed 780 TikTok users aged 20-39 in China and collected 609 responses through an online self-administered questionnaire. The covariance-based structural equation modeling (CB-SEM) was employed for data analysis to test the research model and hypotheses. Empirical results showed that entertainment and sociability have a significant positive effect on user's continuous use behavior and perceived usefulness also positively influences user's continuous use behavior. Moreover, the relationship between mobile short video characteristics (mobility, sociability, and entertainment) and continuous use behavior is mediated by user's perceived usefulness. The current research not only offers fresh insights into the intricate relationship between mobile short video characteristics and users' continuous usage behavior, but also provides practical guidance for enterprises and platform operators to enhance user experience and retention.

Keywords: mobility, sociability, entertainment, perceived usefulness, continuous use behavior, SOR model, short mobile video

1. Introduction

With the continuous development of media technology, traditional information dissemination methods can no longer meet the diversified needs of users, and users' media consumption is typically visual, fragmented, and mobile (Matthes et al., 2020). Using smartphones as a carrier, Mobile Short Video (MSV) that can be edited and shared quickly fit users' fragmented consumption needs and experiences (Choi et al., 2021). Since its emergence, it has rapidly occupied the mobile social application market with distinctive characteristics, such as sociability, mobility, and entertainment (Meng and Leung, 2021; Zhang et al., 2019; Ren et al., 2021). Users employ Mobile Short Video for social interaction, entertainment, and optimizing fragmented time, which bring significant benefits to both individuals and society. According to the China Internet Network Information Center report (CNNIC, 2023), as of June 2023, the number of MSV users in China had reached 1.026 billion. This figure accounts for 95.2% of the total Internet users in the country, with more than half of them viewing MSVs every day. Due to it distinguish characteristics, MSV has not only succeeded in gaining user acceptance and recognition but also continues to stimulate users' persistent engagement and has evolved into a new social media platform popular among the public (Lu et al., 2022).

However, the unique characteristics of mobile short video also trigged some problems that affect user experience and retention. For example, over-entertainment and vulgar content erode users' independent thinking abilities (Jia and Zhang, 2022); limited and unemotional interaction reduces user retention (Zhou et al., 2023); and the use of mobility-driven data tracking and location-based technologies heightens the risk of privacy breaches (Miao and Li, 2022). These problems seriously affect the user experience, leading to a decline in the use of MSV platform users' stickiness; the user loss trend is obvious (Huang et al., 2023). Nevertheless, the continuous use behavior (CUB) of MSVs is the key to the sustainability of the platform (Akdim et al., 2022). Therefore, the relationship between MSV characteristics and users' continuous use behavior is worth examining, and it is urgent to probe the specific factors and mechanisms behind the CUB of MSV users.

Continuance usage has been extensively studied in the field of information systems. The effects of personal traits (Lee et al., 2021), usage motivation (Yang et al., 2023), platform context (Zhang et al., 2017), and social factors (Yang et al., 2021) on users' continuous usage have been validated. However, very few studies have explored continuance usage from the perspective of system features. In the context of short videos, while some research (Song et al., 2021; Yang et al., 2023; Huang

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et al., 2023) has examined the factors influencing continuous usage intention, attention to actual continuous usage behavior is still lacking. The characteristics of MSVs are an essential factor for user engagement and utilization (Tian et al., 2023). Zhang et al. (2023) found that the entertaining characteristic of MSVs exacerbated users' usage tendencies and behaviors, while Khan, (2017) claimed that the social characteristic of MSV plays a crucial role in increasing user activeness. However, the impact of sociability and entertainment on users' continuous use behavior has scarcely been addressed, and the summaries of the characteristics of MSVs in previous studies lack comprehensiveness and systematic coverage (Gong et al., 2020). Furthermore, the impact of mobility, as a distinguishing feature of MSV platforms, on user behavior and engagement has rarely been discussed, especially its correlation with continuous use behavior. Thus, the current investigation categorizes the distinctive characteristics of MSVs as mobility, sociality, and entertainment to comprehensively reflect system technical factors. The system features make it user-friendly to interact with MSVs, which constantly stimulate individual perceptions and eventually promote continuous behaviors (Tian et al., 2023). Therefore, this study examines the relationship between MSV characteristics, including mobility, sociability, and entertainment, and continuous use behavior, with perceived usefulness as a mediator.

We aim to construct a MSV continuous use behavior model from the SOR perspective. We take the characteristics of MSVs, encompassing mobility, entertainment, and sociality as the external stimulus, PU as the user's intrinsic perception, and CUB as the final behavioral response. Novelty from the initial stimulus to the mid-term perception and then to the final behavior to scrutinize the specific factors and the underlying mechanism influencing the CUB of MSV users. Specifically, the current study seeks to address the following three questions: (1) Do the characteristics of Mobile Short Videos, including mobility, sociability, and entertainment, influence the Continuance Usage Behavior of users? (2) Do the characteristics of Mobile Short Videos, including mobility, sociability, and entertainment, influence users' perceived usefulness? (3) Does Perceived Usefulness mediate the relationship between the characteristics of Mobile Short Videos and users' Continuance Usage Behavior. We hope to make a novel contribution to the study of continuous use behavior and provide robust decision support for businesses and operators of MSV platforms to address existing user problems and enhance user experience. Meanwhile, this study aims to expand the boundaries of the SOR theory, offering new perspectives for comprehensively understanding sustained user behavior within the MSV platform context.

2. Literature review and development of hypotheses

2.1. Stimulus–Organism–Response (SOR) theory

Mehrabian and Russell proposed the Stimulus-Organism-Response (S-O-R) model in 1974. This theory emphasizes that external stimuli (S) affect the internal states (O) of individuals, which in turn lead to specific responses (R) in terms of behaviors and attitudes (Mehrabian and Russell, 1974). The S-O-R model offers robust theoretical support for analyzing various applications in understanding human reactions and behaviors in different contexts. It has been extensively utilized in investigating user behavior in information systems. For example, Shi et al. (2023) and Sun et al. (2023) explored user sharing behavior, continuous use in the context of social commerce platforms and open innovation communities, respectively. In recent years, with the popularity of MSV applications, some scholars have begun to apply SOR theory to explore the behaviors of MSV users (Tian et al., 2023; Shi et al., 2023). However, there are very few studies that combine the SOR theory to systematically explore the CUB of MSV users from a dynamic process. In this paper, the SOR theory is utilized to construct a clear theoretical framework that explores how external characteristics stimulate the perception of MSV users and further promote continuous use behavior.

2.2. Mobile short video characteristics (Mobility, Sociability, Entertainment) and users' continuous use behavior

Previous studies have examined the influence of mobility on user behavior in terms of continued usage in different information systems. For instance, Kim and Han, (2021) found that mobility influences the willingness of users over the age of 60 to continue using health apps. Moreover, (Chen et al., 2020) assert that the mobility of government WeChat affects the CUB of users through the perception of usefulness. Additionally, Wang et al. (2014) argued that mobility plays a significant role in shaping users' continued usage of mobile data services. However, it is worth noting that there has been limited research on the impact of mobility on user behavior in the context of MSV platforms.

Since its inception, MSV has exhibited a robust social orientation as an emerging social platform (Zhang et al., 2019). In addition, the MSV platform has expanded the sociability function within the realm of social media to the highest level (Ge et al., 2021). On the MSV platform, users can easily communicate with other users by commenting, sharing, and praising (Yang et al., 2019). Zhang et al. (2022) found that MSV users' intention to continue using MSV is influenced by the social nature of MSV. Moreover, sociability is one of the crucial factors contributing to the development of addictive behaviors among short video users (Zhang et al., 2019).

MSV can provide an enjoyable experience for users. Cool filming techniques, flashy costumes, interesting plots, and funny characters can always catch the user's eye and provide entertainment value (Zhang et al., 2019). Users, by nature, become immersed in the entertainment content, leading to an augmentation of their focus and attentiveness (Yin et al., 2024). According to Meng and Leung, (2021), entertainment as one of the main factors influencing the behavior of MSV users.

Additionally, Cheng et al. (2023) posited that MSV platforms constantly stimulate users with entertainment content, thereby facilitating a state of flow experience. This phenomenon, in turn, leads to users to continue utilizing these platforms. Furthermore, Huang et al. (2023) asserted that when users perceive greater utilitarian value in short video's entertainment, they are more inclined to use it continuously.

2.3. Mobile short video characteristics (Mobility, Sociability, Entertainment) and perceived usefulness

According to (Davis, 1989), perceived usefulness (PU) is the degree to which a person believes that using a particular system would enhance his or her job performance. In the current investigation, PU is defined as the extent to which users perceive that utilizing the MSV platform improves their needs and capabilities (Zhu et al., 2023). MSVs have abandoned the unique form and logic of traditional videos, presenting rich and diverse content and information to users in a simple and interesting way, and have become an essential mobile application tool for socializing, entertaining, and learning in users' daily lives, bringing multiple values to users.

Firstly, mobility gives information systems flexibility and convenience in time and space, thus creating perceptions and feelings of system usefulness among users. Chen et al. (2017) revealed that the mobility of mobile social media has a significant positive influence on the perception of usefulness. Liu et al. (2019) found through a questionnaire that mobility of mobile payment users positively affects users' PU. Secondly, the social interactivity of MSVs with timely feedback provides users with a sense of social presence, which in turn satisfies their social needs (Zhang et al., 2019). The social characteristic of MSVs allows for effective communication and exchange between users to gain certain social benefits, and support from others is one of the most important benefits (Du et al. 2022). Furthermore, MSVs can not only provide users with a large amount of entertainment information but also help users relieve stress and relax, providing a space for self-expression and access to entertainment (Zhang et al., 2019). Chen and Pan, (2021) confirmed that users' entertainment needs satisfaction positively affects their perception of the usefulness of health-based short video information.

2.4. Perceived usefulness and continuous use behavior

According to the previous research (Eveleth and Stone, 2020), individuals tend to use an application when they perceive it as valuable for getting specific outcomes. MSVs have opened a new era of information visualization for viewers and enable them to satisfy a variety of user needs in a short period (Eveleth and Stone, 2020). Ma et al. (2019) found empirical evidence supporting the influence of PU on the satisfaction and loyalty of MSV users. Similarly, Wang et al. (2022) conducted empirical research that demonstrated the significant impact of PU on the usage behavior of MSV platform users. Furthermore, Pereira and Tam, (2021) argued that when the user's needs are met, there is a high likelihood of continued use of the technology.

2.5. Perceived usefulness as mediator

Since Davis identified that user perception factors significantly influence individual acceptance and usage of new technologies (Davis, 1989), PU has garnered substantial attention in user behavior research. PU refers to the extent to which users trust the use of information systems to enhance their work performance (Mishra et al., 2023). PU not only directly affects user satisfaction, loyalty, and usage behavior, but also mediates the relationship between attitudes and user purchase intentions (Zhao and Wang, 2020). Additionally, Alismaiel et al. (2022) discovered that perceived usefulness mediates the relationship between social collaborations and the behavioral intention to use of social media users. Moreover, it also mediates the relationship between enjoyment and users' behavioral intention. Furthermore, PU mediates the relationship between mobility and continued use behavior, along with the relationship between system quality and user intention to use (Liu et al., 2019).

Building upon the literature, the following hypotheses are presented.

H1: Mobility is positively related to the CUB of MSV users.
H2: Sociability is positively related the CUB of MSV users.
H3: Entertainment is positively related the CUB of MSV users.
H4: Mobility is positively related to the PU of MSV users.
H5: Sociability is positively related to the PU of MSV users.
H6: Entertainment is positively related to the PU of MSV users.
H7: PU is positively related to the CUB of MSV users.
H8: PU mediates the relationship between mobility and CUB.
H9: PU mediates the relationship between sociality and CUB.
H10: PU mediates the relationship between entertainment and CUB.

Figure 1 illustrates the conceptual model derived from the above proposed assumptions. The conceptual model comprises five constructs: mobility, sociability, entertainment, perceived usefulness, and continuous usage behavior.

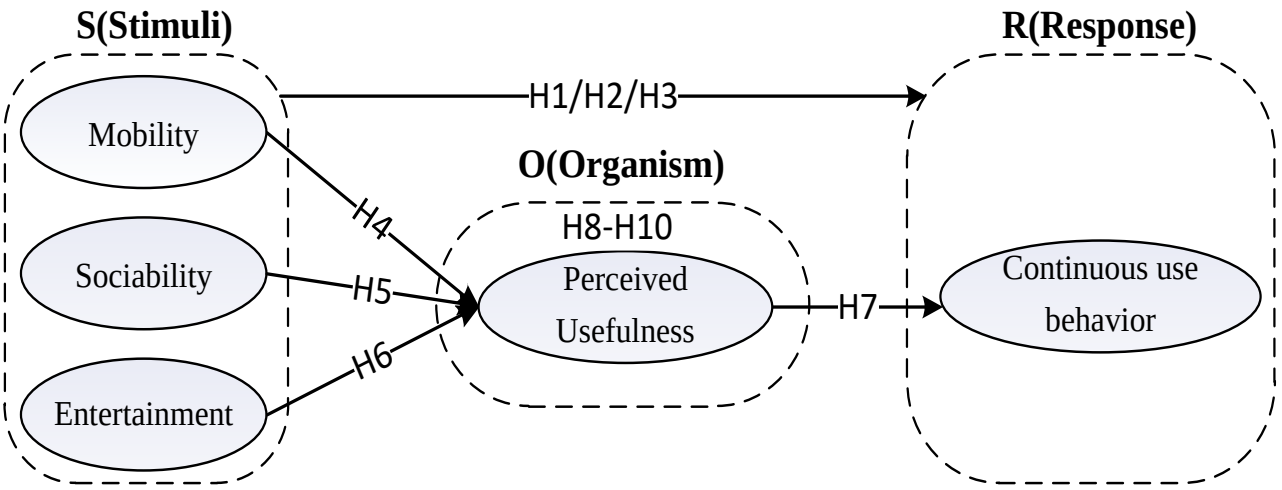


Figure 1 Conceptual Model and Hypothesis.

3. Methodology

3.1. Sample selection

The current investigation focuses on the CUB of MSV users. Thus, users who continuously use MSVs are the target users of this study. Chen et al. (2014) in examining the effect of habit on the persistence behavior of users of information systems, 74.23% of the users they surveyed had been using information systems for more than one year. In the same vein, Zhang et al. (2022) explored the factors influencing MSV users' willingness to continue using MSVs, with 90% of the users surveyed in the study having used MSVs for more than one year. Moreover, the Short Video User Value Report 2022 reveals that the age distribution of MSV users is characterized by a significant presence of the 20-39 age group, constituting the largest proportion at 39.1% (CSM, 2022). This finding highlights the prevalent youthfulness of the MSV user demographic. Furthermore, Zhang (2022) found that the 20–39-year-old group spend the most hours per day using MSVs and are the main active users of MSVs. This group demonstrates a certain level of initiative and is mature enough to interpret and shape their feelings and perceptions. Additionally, individuals aged 20-39 have developed a certain habitual pattern of using short video behavior, and this pattern of use is aligned with the research objectives of this research. With the explosion of MSVs in China, there has been a proliferation of various types of MSV platforms. TikTok, also known as Douyin, is a typical and representative example in the field of MSV research (Zhang et al., 2019). Therefore, this study uses TikTok as an example to investigate the CUB of its users. Considering the comprehensive discussions above, the sample for this study was 20–39-year-old users who have been consistently using TikTok for more than one year.

3.2. Data collection

Given the impracticality of ascertaining the exact number of users meeting this criterion and thus establishing a specific sample frame, this study employed convenience sampling (Naseem et al., 2021, Khan et al., 2023). To enhance the representativeness of the sample and address potential biases, we incorporated filter questions in the questionnaire regarding age and length of use of MSVs to ensure that respondents fit the characteristics of the target population (Meriun et al., 2022, khan et al., 2022). Sojump is the largest and professional online questionnaire survey platform in China (Bai et al., 2021). Therefore, this study distributes the questionnaires through the Sojump platform. In addition, before the formal survey, experts from communication and management were invited to evaluate the questionnaire and the questionnaire was revised and improved based on their suggestions and feedback. A pilot study was then conducted to test the revised questionnaire. The results were satisfactory, indicating that the questionnaire was well-designed for the main survey. Subsequently, a total of 780 questionnaires were distributed, and after excluding invalid questionnaires, 609 valid questionnaires were recovered, with an 78.08% recovery rate. Details of the respondents' demographic information is shown in Table 1.

3.3. Measurement of variables

To ensure the validity of the scales, the measurement scales for all variables in this study were constructed based on established literature (Arshad et al., 2023). The specific measurement items and sources of this study are shown in Table 2. Likert scales are applicable to a wide range of research areas and subjects and have found extensive application in social, attitudinal, and behavioral research(Khan et al., 2020). Therefore, all indicators in the current research were measured using a 7-point Likert scale.

Table 1 Profile of respondents.

Categories		Frequency	Percentage
Gender	Male	266	43.7%
	Female	343	56.3%
Age	20-24 years	191	31.4%
	25-30 years	190	31.2%
	31-35 years	182	29.9%
	35-39 years	46	7.6%
Work status	Student	329	54.0%
	Enterprise employees	121	19.9%
	Government or Institution Employee	125	20.5%
	Individual Business 0wner	14	2.3%
	Others	20	3.3%
Education	High school or below	24	3.9%
	junior college education	29	4.8%
	Undergraduate	286	47.0%
	Graduate or above	270	44.3%
Average Daily Usage Duration	Within 30 minutes	26	4.3%
	30 - 60 minutes	91	14.9%
	1 - 2 hours	176	28.9%
	2 -4 hours	219	36.0%
	More than 4 hours	97	15.9%
Frequency of use (times/week)	1-7	10	1.6 %
	8-21	32	5.3%
	22-35	181	29.7 %
	36-49	146	24.0 %
	>49	240	39.4%
Time of use (unit: year)	12-18 months	4	0.7%
	19-24 months	11	1.8%
	25-36 months	59	9.7%
	37-48 months	96	15.8%
	Over 48 months	439	72.1%

Table 2 Measurement of the variables.

Construct	Items	Sources
Mobility (MO)	1. There is almost no time limit to use the Tik Tok App	Park and Kim, 2014
	2. There is almost no place restrictions to use the TikTok App	Chen et al. (2020)
	3. I can use the TikTok App anytime and anywhere I need to	
	4. Mobility is an outstanding advantage of the Tik Tok App	
	5. Mobility makes it possible to get the real-time information	
Sociability (SO)	6. TikTok app enables me to get a good impression of the TikTok friends around me.	Gong et al. (2020)
	7. TikTok app enables me to develop good social relationships with other Tik Tok friends in the environment.	
	8. TikTok app enables me to feel part of the virtual community.	
	9. TikTok app enables me to form close friendships with other Tik Tok friends in the environment.	
Entertainment (EN)	10. Using TikTok app is an enjoyable experience.	Wang et al. (2022)
	11. Using TikTok app is quite fun.	
	12. Using TikTok app is a form of recreational entertainment	
	13. The process of using TikTok app is cheerful.	
Perceived Usefulness (PU)	14. I think TikTok app is an effective channel for acquiring information and content.	Geng (2021)
	15. I think using the TikTok app enhances my communication and engagement with others.	
	16. I think using TikTok app can relieve my stress at work and study.	
	17. I think that using TikTok app can enrich my life.	
	18. I think using TikTok app is useful.	
Continuous Use Behavior (CUB)	19. I will be using TikTok app in the future as well.	Liu et al. (2020)
	20. I will be using TikTok app a lot in the future.	Chen et al. (2020)
	21. I would recommend TikTok app to friends and relatives.	
	22. I will keep up the frequency of TikTok app.	
	23. I will even increase the frequency of TikTok app.	

3.4. Data analysis method

In this study, the reliability and validity of the scale were tested using validated factor analysis with SPSS 24.0 and AMOS version 25.0. SPSS is used for data coding and descriptive analysis. AMOS is used for model testing. In AMOS we assess first measurement model and after that structural model.

4. Result

4.1. Common method bias

To ensure the scientific validity of the study, a factor analysis of the 23 items was conducted using Harman's single-factor test. This approach follows the recommendations of Podsakoff et al. (2003). Using unrotated principal component analysis, five factors with eigenvalues greater than 1 were extracted, accounting for a cumulative explained variance of 74.40%. The explained variance of the first principal factor was 33.43%, which is below the 50% threshold limit. Therefore, there is no evidence of common method variation in the data of this investigation.

4.2. Measurement model assessment

As illustrated in Table 3, the Composite Reliability (C.R.) and Cronbach's alpha coefficient for each dimension were greater than 0.8, which indicated that the scale had good internal consistency (Fu et al., 2021;Ribeiro *et al*., 2017). Convergent validity was tested by factor loadings and average variance extracted (AVE), and the standardized loading coefficients in Table 3 were all greater than 0.6, and the AVEs were all greater than 0.5, suggesting that the convergent validity of each dimension of the measurement model was good (Hair *et al*., 2022). As indicated in Table 4, the HTMT ratios were all lower than 0.85 (Henseler et al., 2015). Therefore, discriminant validity was satisfied.

Table 3 Reliability and convergent validity test results.

Construct	Items	Unstd. Beta	Std. Error	t-value	Std. Beta	Cronbach's α	CR	AVE
MO	MO1	1.000			0.796	0.910	0.910	0.668
	MO2	1.048	0.048	21.971	0.834			
	MO3	1.012	0.045	22.324	0.818			
	MO4	1.012	0.045	22.642	0.824			
	MO5	0.988	0.046	21.624	0.814			
SO	SO1	1.000			0.809	0.898	0.899	0.689
	SO2	1.034	0.045	22.869	0.828			
	SO3	1.107	0.047	23.558	0.855			
	SO4	1.012	0.045	22.339	0.828			
EN	EN1	1.000			0.788	0.881	0.882	0.653
	EN2	0.969	0.048	20.018	0.783			
	EN3	0.954	0.045	21.413	0.828			
	EN4	1.062	0.049	21.746	0.831			
PU	PU1	1.000			0.781	0.905	0.906	0.659
	PU2	0.892	0.043	20.637	0.800			
	PU3	1.016	0.045	22.560	0.864			
	PU4	0.994	0.046	21.548	0.805			
	PU5	1.008	0.047	21.351	0.806			
CUB	CUB1	1.000			0.802	0.914	0.914	0.681
	CUB2	0.986	0.045	22.127	0.816			
	CUB3	1.025	0.044	23.091	0.834			
	CUB4	1.036	0.044	23.792	0.837			
	CUB5	1.083	0.047	22.826	0.836			

4.3. Model fit assessment

The model fit index is employed to assess the degree of consistency between the hypothesized theoretical model and the real data, using χ^2/df as an indicator, with an index between 1 and 3 representing a good model fit (Collier, 2020). SRMR and RMSEA values range from 0 to 1, with larger values indicating poorer model fit. If their values are less than 0.05, they indicate good model fit and less than 0.08 means acceptable. In addition, the values of AGFI close to 0.90, GFI, IFI, TLI, and CFI greater than 0.900 and approaching 1 indicate a better fit of the data to the model (Lacobucci, 2010). Based on the reference

values of the above indicators, model fit was assessed using AMOS 24.0 software in this study, and the results are presented in Table 5, which indicates that the data have a good fit with the model and can be continued to empirical analysis.

Table 4 Discriminant Validity (HTMT ratio).

Variables	1	2	3	4	5
Entertainment (EN)					
Sociability (SO)	0.300				
Perceived Usefulness (PU)	0.441	0.264			
Continuance Usage (CU)	0.553	0.408	0.595		
Mobility (MOB)	0.099	0.049	0.253	0.172	

Table 5 Fit indices of measurement model.

Model Fit	χ2/df	SRMR	RMSEA	GFI	AGFI	IFI	CFI	TLI
Reference Value	<3	<0.08	<0.08	>0.9	>0.9	>0.9	>0.9	>0.9
Testing Value	2.859	0.031	0.055	0.919	0.899	0.956	0.956	0.950

4.4. Hypothesis testing

According to the results shown in Table 6 and Figure 2, the standardized coefficients corresponding to H2, H3, H4, H5, H6 and, H7 are 0.210, 0.316, 0.212, 0.137, 0.378, 0.389, respectively, with a p-value of less than 0.05, so H2, H3, H4, H5, H6, and H7 are supported. H1 is not supported with standardized coefficients of 0.029 and a p-value exceeding 0.05. In terms of MSV characteristics, both entertainment and sociability were positively related to CUB, and mobility, sociability, and entertainment showed significant associations with PU. Additionally, PU was significantly associated with CUB.

Table 6 Hypotheses Testing.

Hypothesis	Path	Unstandardized coefficients	Standard error	Z-Value	P-Value	Standardized coefficients	Hypothesis
H1	MO→CUB	0.026	0.031	0.83	0.407	0.029	no
H2	SO→CUB	0.236	0.042	5.611	0.000	0.210	yes
H3	EN→CUB	0.305	0.041	7.447	0.000	0.316	yes
H4	MO→PU	0.185	0.036	5.176	0.000	0.212	yes
H5	SO→PU	0.154	0.048	3.21	0.001	0.137	yes
H6	EN→PU	0.365	0.044	8.231	0.000	0.378	yes
H7	PU→CUB	0.388	0.044	8.867	0.000	0.389	yes

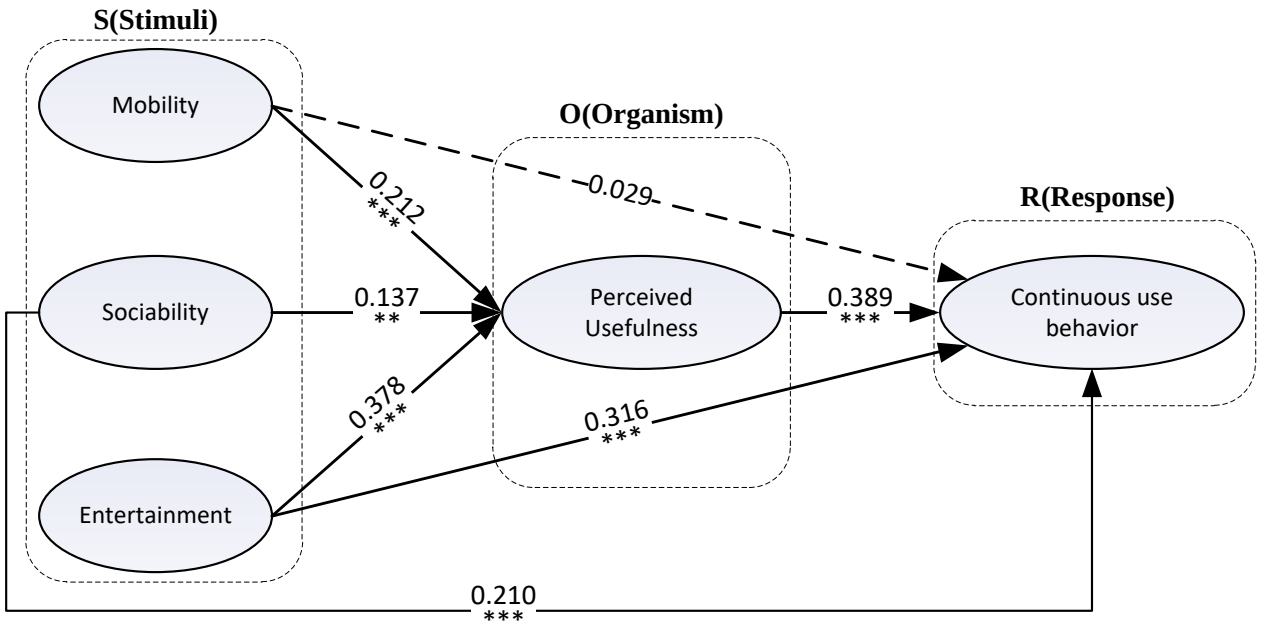


Figure 2 Structural model with results.
Note(s): *p < 0.05, **p < 0.01, ***p < 0.001.

4.5. Mediation model analysis

This study uses the Bias-corrected Bootstrap method to test the mediating effect of PU on the relationship between the characteristics of MSV and CUB. The results, presented in Table 7, indicate that H8, H9, and H10 were supported with the indirect effect were significant and positive MO → PU → CUB (β = 0.072, t-value = 3.789), SO → PU → CUB (β = 0.060, t-value = 2.400) and EN → PU → CUB (β = 0.142, t-value = 4.438). Furthermore, the result of confidence intervals of 95% also showed that an indirect effect with a statistical significance for H8, H9, and H10. That means, PU mediates the relationship between sociability and continuous use behavior, as well as the relationship between mobility, entertainment and sustained engagement.

Table 7 Mediation Testing.

Hypothesis	Path	Estimate	Product of coefficient		Bias-Corrected		Percentile	
			S.E.	t-value	95%CI		95%CI	
					Lower	Upper	Lower	Upper
	Indirect Effects							
H8	MO→PU→CUB	0.072	0.019	3.789	0.038	0.117	0.036	0.112
H9	SO→PU→CUB	0.060	0.025	2.400	0.015	0.112	0.014	0.110
H10	EN→PU→CUB	0.142	0.032	4.438	0.091	0.219	0.085	0.209

5. Discussion

Firstly, entertainment is significantly associated with users' CUB, with the highest coefficient (0.316) among MSV characteristics. It stands out as a primary driver for users' continuous engagement with MSVs, representing a crucial strategic element for developers aiming to enhance competitiveness. This aligns with findings from earlier research (Cheung et al., 2022; Zhang et al., 2019). Moreover, entertainment is also positively related to users' PU, and PU, in turn, further impacts users' CUB. The entertaining content of the MSV platform contains certain knowledge, education, and revelation information, providing relaxation and pleasure while also conveying useful knowledge and life wisdom. This multi-faceted value enhances users' perception of the platform's usefulness, motivating more active and consistent use of MSV services.

Secondly, sociability not only has a direct impact on users' CUB but also indirectly affects it through PU. This finding further corroborates previous research (Du *et al*., 2022; Gong *et al*., 2020; Tian *et al*., 2023) on the important impact of sociality and perceived usefulness on users' continued usage. As a typical social media platform, MSV not only meets users' social needs, but also helps users to establish and expand their interpersonal network, bringing great social value to users (Zheng, 2023). When users feel substantial value from a platform, they are more inclined to use it consistently (Eveleth and Stone, 2020). In summary, sociality and perceived usefulness work together on MSV platforms to provide users with a high-value social experience, strengthen their perceptions of the platform's usefulness, and drive continued usage behavior.

Moreover, the direct effect of mobility on users' CUB is not established. This may be attributed to the continuous advancements in mobile technology. Presently, mobility has become a fundamental attribute and characteristic of mobile applications, exhibiting a high degree of mobility to cater modern users' flexible and fragmented lifestyles. As a result, mobility is no longer a uniquely advantageous characteristic of MSVs but has instead evolved into a basic expectation of users regarding its functionality. However, mobility indirectly affects users' CUB through PU. This finding is consistent with the findings of Chen *et al*. (2017). When users perceive that mobility enables them to access MSVs anytime and anywhere, and make efficient use of fragmented time, they experience the practical value of mobility, which in turn fuels their sustained usage. According to Bagozzi's self-regulation framework, an individual's perception of goals and motivation can influence self-regulation of behavior (Bagozzi, 1992). In this context, mobility, by influencing the user's goal perception and motivation, in turn, influences self-regulation and behavioral execution, which ultimately motivates the user's CUB.

Furthermore, PU serves as a mediating factor in the relationship between mobility, sociability, entertainment, and users' CUB. This is consistent with Davis's Technology Acceptance Model, which emphasizes the importance of PU in the process of individual acceptance and adoption of technology (Davis, 1989). This study focuses on the CUB of MSV users, so this finding not only partially validates the TAM model but also extends its application within the context of MSV platforms.

6. Conclusion

This research systematically categorizes characteristics of MSVs as mobility, sociality, and entertainment. It integrates the Stimulus-Organism-Response (SOR) theory to analyze how these characteristics influence users' CUB via users' PU. Through hypothesis testing and addressing the two questions posed in this study, it proficiently explains the impact mechanism of users' CUB of MSV platform, which also provides important theoretical and practical insights for MSV platforms to cope with problematic usage and enhance user experiences.

6.1. Theoretical implications

Firstly, this study starts from the characteristics of MSVs themselves, which are systematically categorized as mobility, sociality, and entertainment, and then accordingly constructs a model of the influencing factors of the CUB of MSV users. The data from the questionnaire survey verified the direct impact of sociality and entertainment on the CUB of MSV users, as well as the indirect influence of mobility, entertainment, and sociality on the CUB of users through PU. It not only reveals the specific mechanism by which the characteristics of MSVs play a role in users' CUB, but also expands the research perspectives and scope of the academic community on social medias. In addition, it also makes up for the lack of research on users' CUB.

Secondly, based on the SOR theory, this research investigates the relationships between external stimuli, internal perceptions, and behavioral responses to understand the factors influencing MSV users' CUB. Empirical evidence suggests associations between the CUB of MSV users and external system characteristics including mobility, sociability, and entertainment, users' perceived usefulness. These findings not only enriches and expands the theoretical boundaries of SOR theory but also demonstrates its applicability to the MSV platform, providing theoretical inspiration for future research. Additionally, this study offers theoretical guidance for a deeper understanding of the CUB of MSV users.

6.2. Practical implication

To commence, among the characteristics of MSVs, entertainment and sociality directly drive users' CUB, emphasizing the significance of maintaining a pleasurable experience and strengthening social interaction for user attraction and retention. Therefore, MSV platforms need to continuously enrich and innovate their video content to attract users with fresh, interesting, and fun entertainment. Simultaneously, caution should be exercised regarding content that is vulgar or overly entertaining to ensure that it truly provides users with appropriate, high-quality entertaining content. This can be achieved by incorporating creative short dramas, comedic sketches, and challenge videos to spark user interest, ultimately enhancing entertainment value. Additionally, MSV operators should diversify user interaction methods, enhancing human-centric social functionalities to offer users an emotionally enriched social experience. For instance, utilizing technologies like holographic imaging, augmented reality, and virtual reality to provide users with authentic environmental experiences, enabling active engagement in scenario-based activities within an intense sense of immersion. Lastly, MSV platforms can integrate entertainment and socialization, providing users with a creative and relaxing entertainment experience, rich social functions, and diverse interaction methods. Users can actively engage socially while being entertained, finding enjoyment in social interactions, thus fostering an active community that seamlessly blends entertainment with socialization.

Moreover, PU not only directly affects users' CUB but also acts as a mediator influencing the effects of entertainment, sociality, and mobility on users' CUB. In other words, users' PU is the crucial element that affects the continuous usage of MSV. Therefore, enterprises and MSV platforms should consistently uphold content excellence, emphasize user-centric perspectives, and constantly improve users' perceived value of content. Additionally, further strengthens the design of social functionalities and innovating entertainment forms, showcasing the platform's multifaceted practical value. By doing so, it stimulates a strong sense of usefulness and value among users, thereby propelling sustained user engagement. Lastly, MSV platforms need to pay more attention to useful mobile design, such as offering personalized recommendations and bookmarking features to facilitate users in sorting and saving their preferred videos. However, consideration should be given to user privacy and data security by establishing a trustworthy information management system.

7. Limitations and future Direction

Even though this study has research implications but still subject to some limitation as well. Firstly, the education level of the respondents in the valid questionnaires collected in this investigation is dominated by undergraduates and postgraduates, with a significant representation from the age group of 20 to 39 years. As a result, it's important to note that the findings of this study may not be representative of individuals with lower levels of education. The future research should strive for a more diverse sample that includes individuals with varying education levels to ensure a broader representation of the population. Secondly, the questionnaires in this study were conducted online within a specific fixed period of time. However, users' CUB exhibits a dynamic nature that evolves with their varying usage experiences and processes. Therefore, there is a need to collect data on different stages of user experience in the future to enhance the generalizability of the study's findings. Finally, the current study used only one mediator i.e., perceived usefulness, the future study can consider other mediators like perceived ease of use, flow experience as well as moderators.

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Ethical considerations

The authors adhered to institutional guidelines for this research. A research ethics committee at the School of Multimedia Technology and Communication approval for data collection.

Conflict of Interest

It is stated that there is no conflict of interest between the authors.

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