THE IMPACT OF VIDEO MARKETING IN SOCIAL MEDIA ON

CONSUMER PERCEPTION AND EXPECTED BEHAVIOR

MS. SUN HONG

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE MASTER'S DEGREE OF ARTS IN HUMAN RESOURCE DEVELOPMENT AND MANAGEMENT INTERNATIONAL COLLEGE, RAJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHEP ACADEMIC YEAR 2021

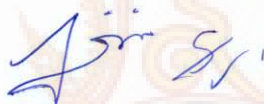|	
Independent Study	THE IMPACT OF VIDEO MAKER IN SOCIAL MEDIA ON CONSUMER PERCEPTION AND EXPECTED BEHAVIOR
Author	Sun Hong
Major	Master of Arts in Human Resource Development and Management (M.A.)
Advisor	Dr. Arti Pandey

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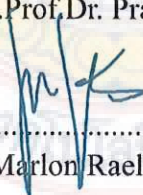
.... Dean of International College
(Dr. Jirangrug Samarkjarn)

Examination Committee

.... Committee Chairperson
(Asst.Prof.Dr. Prajak Chertchom)

.... Committee
(Dr. Marlon Rael Astillero)

Arti Pandey Committee and Advisor
(Dr. Arti Pandey)

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ABSTRACT

The emergence of mobile short video challenges the company to become the sole creator of marketing messages. The purpose of this research is to explore the impact of user-generated video (UGV) and agent-generated video (AGV) on viewer perception. With this goal in mind, an experimental study was conducted. 388 participants were asked to watch the video and used questionnaires to collect feedback data after watching the video. Based on the analyses of research data, the results show that user-generated videos are generally not better than agent-generated videos. Compared with agent-generated videos, mobile users have a much greater positive impact on source credibility and expertise. This research shows that user-generated videos generally have higher source credibility than agent-generated videos, and therefore have a greater impact on expected behavior. The results of this study compare the advantages of user-generated content with those of agency-generated content. The researcher suggests that proxy video creators should further improve the authenticity of their videos, while user video creators should further improve the quality of their videos.

Keywords: mobile short video, social media, user generated, agent generated.

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Ms. Sun Hong

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CHAPTER 1

INTRODUCTION

1.1 Overview

With the increasing maturity of the Internet, the birth of 5G has accelerated this process, and technologies such as video cloud have promoted the development of the mobile short video. A mobile short video can fill the fragmented time of users in a short period of time. The video form covers performances, dances, special effects editing and other vivid forms, and is favored by the majority of users. The mobile short video has become the darling of the Internet field, and social networking has also become various platforms (Zhao et al., 2020). The essential attribute of social networking has long quietly become a part of major platforms. Some researchers are playing a battle for one city and one pool in the market (Ohanian, 1990).
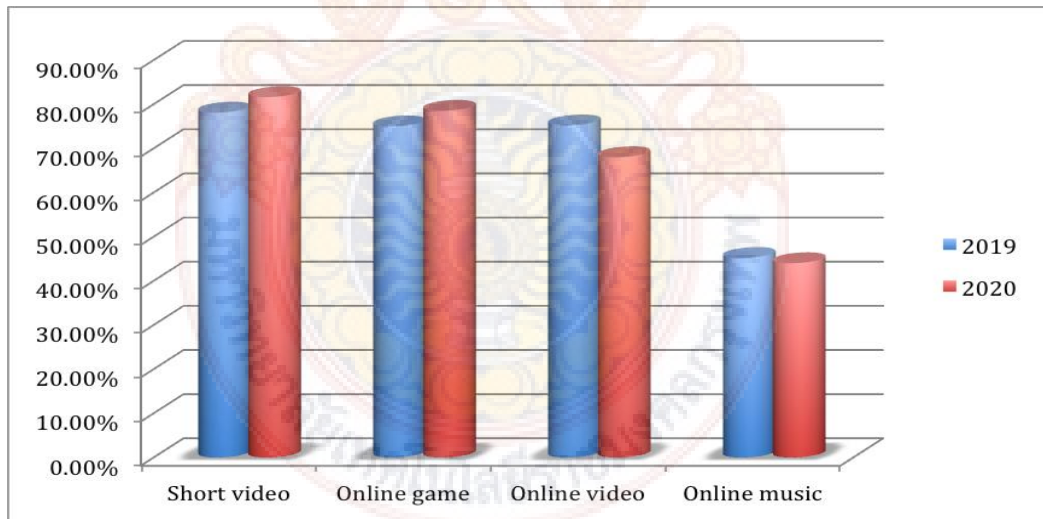
Figure 1.1 2019-2020 China Internet Entertainment Application Penetration Rate

Source: www.sohu.com/a/447333610_665157

Narangajavana and Kaosiri (2019) dominate the domestic mainstream market, covering almost all content fields, and in addition to forming their own unique style, they also attract a large wave of loyal users. At the same time, the stickiness of users

and platforms due to social interaction has led to a stabilization of the short video market. Social networking has become a booster for users to become active. Many of the audio and video user-generated content is about brand content, and consumers will generate awareness and even attitudes towards the brand by listening to or watching this content. Information processing theory believes that the formation of consumer brand attitudes is based on the use and processing of product information.
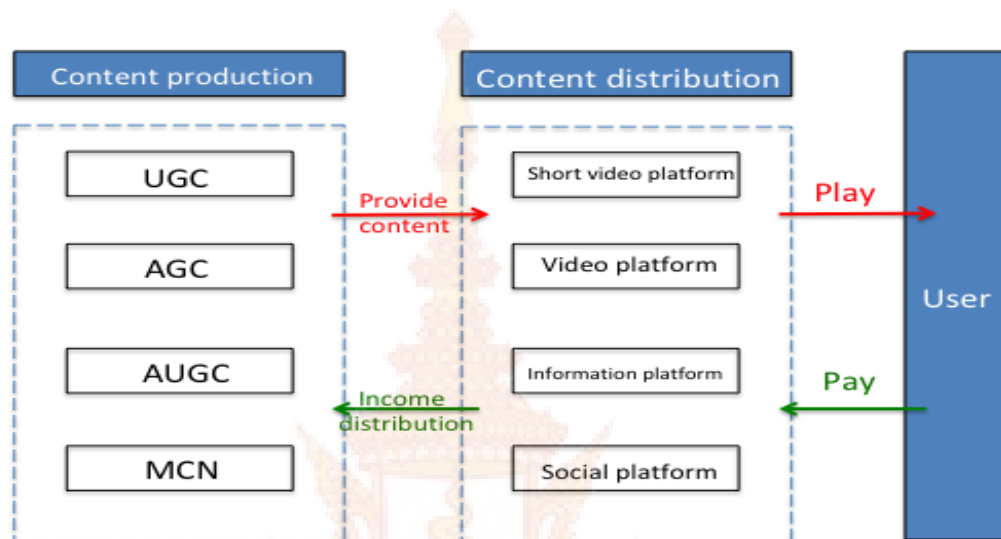
Figure 1.2 Industrial structure of China's short video industry

Source: www.sohu.com/a/447333610_665157

The theory of use and satisfaction believes that under the influence of social and personal psychological needs, people will actively resort to various channels, including various media, to meet people's personal needs. Through the collection and quantification of audio and video user-generated content, combined with the theory of use and satisfaction and information processing theory, this paper analyzes the impact of consumers' choice of audio and video user-generated content on brand information on their brand attitudes. The social relationship generated between them is realized through the short video platform. This connection is a big "bait" for users to use the product. As a result, various "+social", such as "live + social", " Picture + social", "e-commerce + social" and so on come into effect. For example, Alipay aims to deploy social networking through Sesame Credit, and social networking has become a necessity of the Internet. As the wave of short videos sweeps through, the short, compact, rich and interesting mobile short videos attract users to spontaneously generate social behaviors (Dhar & Chang, 2009). User-generated content is an emerging research problem in the marketing field. In addition to paying attention to its motivation, scholars have mainly done some research on the factors that influence other users or consumers to choose user-generated content. From the internal reasons

of the content, it is believed that the authenticity, quality and details of user-generated content will affect users and consumers' choice of online content. From the external reasons for users to generate content, the social identity of content producers will affect consumers' choice of their generated content. Generally speaking, consumers prefer non-enterprise and non-commercial user-generated content. Using the virtual community as the research environment, the content's information content, timeliness, experience, and effectiveness will be verified from both internal and external aspects of the generated content, the amount of punishment the content provider receives and the consumer's own goal orientation. Consumers' choice of user-generated content has a clear impact. Research shows that consumer attitudes are the main moderating factor that affects consumer choice and consumption of Internet content. Social interaction through short video platform is a kind of feedback on content. Fans hope to see more influencers produced. When users see interesting videos of many contents, they will spontaneously generate comments, likes, and other behaviors. For short videos, social networking is not the core of all platforms, but it is a necessary function to fuel the flames (Berthon et al., 2008).

Short video socialization is a relatively important function in the short video field. At present, research focusing on social interaction is scarce and relatively limited. However, due to the important position of social interaction in short video, short video social research cannot be ignored. In order to enrich the research in this field, this thesis will rely on the theory of use and satisfaction, focus on Internet applications, analyze the social functions of short videos, explore the social mode of popular short videos, and investigate the problems that need to be solved urgently in reality. The reason is analyzed and the corresponding solution is proposed. It hopes to provide some research ideas for the development of short video social interaction from the perspective of communication, so as to enrich the research of short video social interaction (Gruen et al., 2006).

1.2 The Situation of the Problem

Facebook is still the most popular social media platform in the world. "Internet Queen" Mary Mikel pointed out in the recently released "Internet Development Report" (2019) that Facebook has the largest number of Internet users in the world, and at least 30% of all Internet users use Facebook every day.
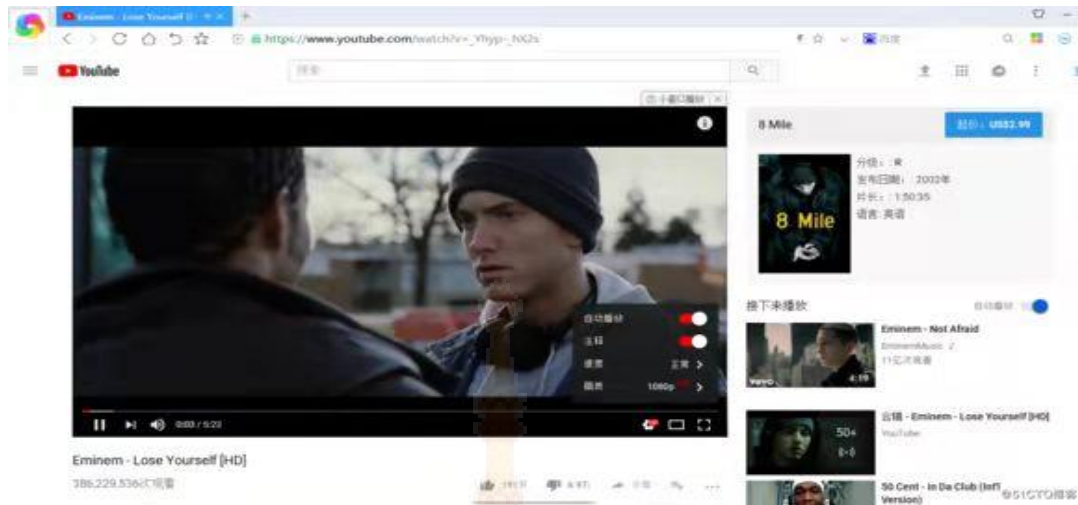
Figure 1.3 Video social platform: YouTube

Source: www.youtube.com

Google's YouTube is unexpectedly ranked second on the global social media platform, with 27% of daily visits on the platform, and in 2017 the platform can only be ranked fourth. YouTube's strong performance comforts those media who expect to make money from videos. According to a survey report in June 2019, YouTube ranks among the top social media platforms.

However, when investigating how audiences get news through these social media platforms, the situation changes. According to Oxford Reuters 2019 digital news, Facebook remains one of the best news social media platforms. 36% of users use this platform to get news every week. There is a big gap between other platforms and Facebook. 16% of users get news via WhatsApp, 10% of users get news via Twitter, and only 9% of users get news via Instagram. Nevertheless, from this year's report, this situation is constantly changing, especially among young people under the age of 35. The number of young people accessing news through Facebook and Snapchat is gradually decreasing, and these young people are turning to Instagram, YouTube, and messaging application WhatsApp to get news (Van Dijck, 2009).

1.3 Research Questions and Significance of The Object

1.3.1 Research questions

This research aims to identify, test and better understand the impact of video makers on viewers' viewing intentions and sharing behaviors. The overall purpose of this research is to study the audience's attitudes towards user-generated videos (UGV) and agency-generated videos (AGV).

RQ 1.　Does the source of the video have a significant impact on the viewer's willingness to visit and share the video?

RQ 2.　Does the source of the video have a significant impact on the viewer's expertise of the video?

RQ 3.　Does the source of the video have a significant impact on the viewer's trustworthiness of the video?

RQ 4.　Does the viewer's expertise in the video have a significant impact on the viewer's willingness to visit and share the video?

RQ 5.　Does the viewer's trustworthiness of the video have a significant impact on the viewer's willingness to visit and share the video?

1.3.2 Significance of the Research

This research can help video creators (1) understand the influence of the video source on the audience's Trustworthiness and Expertise, (2) understand the influence of Trustworthiness and Expertise on the intention to visit and willingness to share, (3) understand the influence of the video source on the intention to visit and the influence of willingness to share, and (4) provide creative guidance for video creators.

1.4 Purpose of The Study

This research aims to study the influence of video producers, credibility, and expertise on the audience's willingness to visit and share.

1.4.1 To find the relationship between the video producer, credibility and professional knowledge to the audience's willingness to visit and share

1.4.2 To find the relationship between different video makers, including user creators and organizations, and the audience's expected behavior.

This study obtained relevant experimental data through a survey of students in three colleges and universities in Shenyang.

1.5 Scope of Research

The study used a sample of 388 participants to study the influence of video producers on viewers' viewing intentions and sharing behavior. Participants came from three universities in Shenyang, China. The questionnaire gathered data face-to-face through WeChat. A total of 400 questionnaires were distributed in the study, and 388 valid questionnaires were returned. The effective rate of the questionnaires was 97%. Gifts were prepared for participants to thank their time and help given.

1.6 Benefits of Research

The resulting suggestion to focus on high-quality video may seem obvious, but considering that social media marketing managers may deliberately imitate the strategy of users to generate video by using unstable, coarse grain lenses and low technology, it is significant to improve perceived authenticity and credibility. As long as the company or institution can be identified as the original source of such low-tech quality video, this intention will be counterproductive, leading to the reduction of credibility and professional knowledge awareness, which will have a negative impact on the intention of consumers.

By examining the views and behavioral intentions of consumers in the user-generated video and agency-generated video cases, and the specific responses of consumers when facing two different video works. Our research is of great significance to the company's decision-making process in social media marketing, communication and advertising strategies, and it also provides theoretical guidance for the creation of institutions and user content creators.
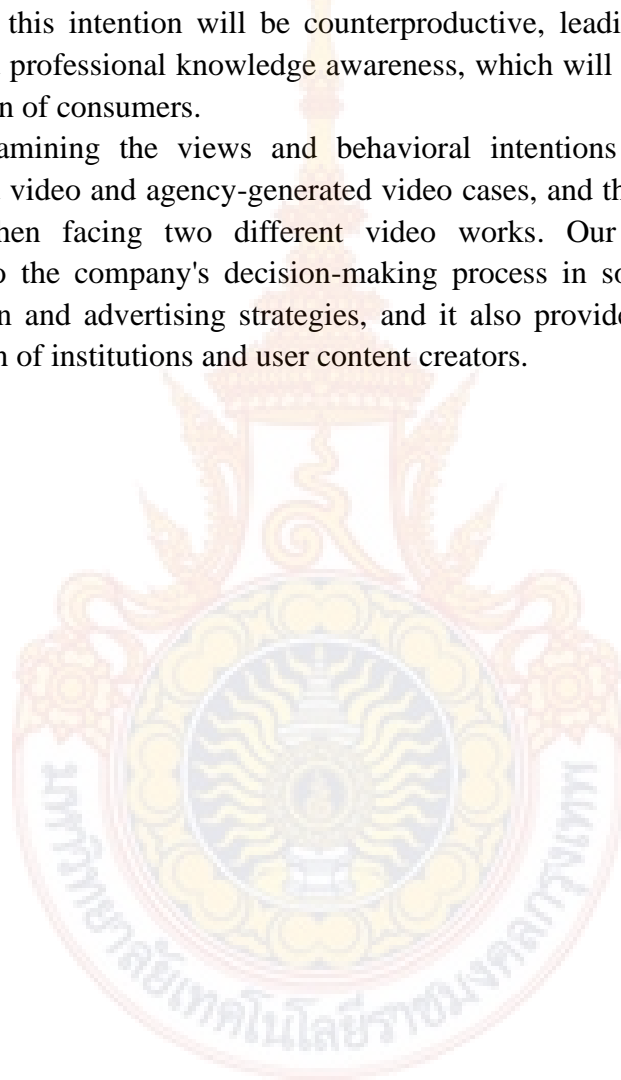
CHAPTER 2

LITERATURE REVIEW

2.1 Definition

2.1.1 User-generated content

Most research on user-generated content assumes that content dissemination can be compared to content creation (Thi et al., 2020). Although the two concepts do have some similarities, they also have great differences. It is certain that they cannot be considered the same. User-generated content and word-of-mouth reflect brand related content and consumer-led marketing communication channels, in which the sender is independent of the company and has no business-oriented intention (Berthon et al., 2008). E-word of mouth only needs the dissemination of content by users, and the content generated by user needs to generate some form of content, which can also include the dissemination of professional creative content by users. User-generated video is regarded as user-generated content. In contrast, users who watch and then share and forward videos   participate in e-word-of-mouth, regardless of the type of source (Chen et al., 2008).

2.1.2 User-generated video

User-generated video (UGV) is the video content posted by users on social media such as YouTube, Youku, iQiyi and other online platforms. It is a product created by consumers and spreads various types of information on social media platforms in the form of videos. User-generated video combines text, moving images and sound to create audiovisual content and represents a richer user-generated content model (Ertimur & Gilly, 2012). Research on investigating modal effects found that, compared with text modalities, the information conveyed through audiovisual combinations has a greater impact on persuasion, promotes information recall, enhances the significance of the communicator's relevant information, and ultimately affects consumers' behavioral intentions.

2.1.3 Source

Source refers to the place where things come from. It is the root of things and also the economic sources. In this research, the main source of video content is the producer of the video content (MW Goodman, 1985). There are two main sources of User-generated Video, one is User-Generated Video, the other is Agency-Generated Video. The classic literature on the source effect has demonstrated that information conveyed by similar sources or peers generally has a greater influence on consumer

behavior than that conveyed by corporate sources or experts (Andsager et al., 2006). Message recipients more closely identify non-commercial sources that they believe are more similar to them. This identification process will guide people to the behavioral consequences of responding to the message. According to the literature on social influence, individuals act more in line with the messages sent by people like them. Therefore, the credibility and perception expertise of video producers should also have a significant impact on the credibility of user-generated video. Existing research shows that, compared with commercial sources and marketers, consumers pay more attention to the credibility of brand related user-generated video and user-generated content (Ertimur & Gilly, 2012).

2.1.4 Trustworthiness

Credibility refers to the perceived willingness of the information source to make effective assertions (Ohanian, 1990). A hinge element of credibility perception is the user's attribution of the source's intentions. According to the persuasive knowledge model (Friestad & Wright, 1994a), credibility refers to the perceived willingness of the information source to make effective assertions. In contrast, privately produced messages containing the opinions and experience of the source itself are not considered to be commercially motivated and are therefore considered more trustworthy by users (Chen et al., 2008).

2.1.5 Expertise

Expertise refers to the perception ability of the source to make effective understanding, judgment and interpretation, and the extent to which the disseminator is qualified to provide accurate and effective information or discuss specific topics. According to the literature, the professional knowledge of service category or a product can be divided into product and user experience related knowledge (Lüthje, 2004). Research shows that users' scores on user experience are often particularly high, which can be considered as direct knowledge. User experience is obtained through frequent use of a certain product, which refers to learning from experience. The experience is usually accompanied by the acquisition of vivid and reliable knowledge about products and services (Lüthje, 2004).

2.2 Previous Studies on User-Generated Content

Most existing UGC research assumes that content dissemination can be compared to content creation. As a result, UGC was previously thought to be similar to the concept of Electronic Word of Mouth, and thus could be used interchangeably. While the two concepts do have some similarities, they are also too different to be considered the same (Gruen et al., 2006). The rise of user-generated content research originated from the development of social media.

The participatory, interactive, social, and fusion nature of social media enables network users to create, disseminate, and exchange various media content they generate. Therefore, researchers define user-generated content as "online user-generated content" and believe that its main characteristics are: (1) Sharing content on the Internet; (2) Content is mainly original; (3) Originating from practice and non-professional. In the definition of user-generated content, many scholars have grasped the fundamental feature of "self-creation" UGC. Some researchers believe that user-generated content is the content generated by non-professionals through creative work that is open and shared with others. User-generated content is defined as opinions, suggestions and experiences related to products, brands, companies and services expressed based on personal experience. These contents are created by consumers and published on Internet discussion areas, forums, communities, blogs and other platforms, including text, pictures, video, audio and other forms of media content (Cheung et al., 2009).

At present, most studies on user-generated content are based on the view that it can be regarded as a form of word-of-mouth, and explore the impact of its non-commercial nature on credibility, and then on consumer decision-making behavior. Most studies on user-generated content are conducted in the form of low richness media, including text and still images, as well as recommendations and ratings in written service reviews, message boards, online products, or blogs (Riegner, 2007).

However, the explosive growth of online social networking sites such as Vimeo and YouTube has given rise to new forms of media expression, including user-generated video. User-generated video combines text, sound, and moving images to create audio-visual content and represent a richer form of user-generated content (Ertimur & Gilly, 2012).

2.3 Previous Studies on User-Generated Video

With the rapid development of the Internet, the interactivity of netizens continues to increase. The short video is a very popular form of content distribution on the Internet. With the development and popularization of mobile terminals on the Internet, flat, short, and fast content communication is gradually favored by audiences and major platforms. The advantages of fast transmission, low cost and high update frequency occupy most of the psychological needs of users. However, as China increasingly pays attention to online public opinion and Internet culture, user-generated content sites without quality assurance will face an unprecedented crisis. In March 2008, the Internet limited network real-name system management measures were promulgated, which mentioned the importance of vigorously improving the quality of network information and the urgency of formulating relevant approval and review systems. In summary, for the quality evaluation of user-generated

video content, how to reflect its scientificity and standardization, while taking into account its practicability and ease of operation, is the focus of current research work. The researcher believes that it is necessary to break out of the traditional measurement model of purely constructing an indicator system, and propose a framework for the quality evaluation of video user-generated content from a higher perspective. This framework will integrate academic and practical perspectives, and consider users from multiple angles and in all directions. The quality evaluation work of the generated content, while minimizing the complexity and subjectivity of the operation. A number of high-quality UGV video producers have gradually emerged in the short video industry, attracting the registration of a large number of users. Here, users refer to the viewers of web content and the creators of web content. The full name of UGV is User-Generated Video, which means user-generated content. UGV emerged under the concept of Web2.0. Its main feature is to promote the personalized expression of content production. This is a new way for viewers to use on the Internet platform, from the original download to the current upload and download. The emergence of this form has opened a new media era. (Van Dijck, 2009).

In the process of UGV video production, the short video of media platform will transit other SNS community users on the Internet to the mobile UGV mobile application platform. Users can use mobile phones to edit text, pictures and videos anytime and anywhere and share anecdotes with others. The production contents of short videos mainly include documentary short films, online Red IP, life skills, funny short plays, fashion trends, street interviews, public welfare education, creative advertising, commercial customization and other topics. In addition to the large flow and stable content output, there are also huge fan channels, and a variety of new media native advertising forms appearing (Xiao et al., 2019). The content produced depends on the number of clicks, views, comments, and full play rate to measure the popularity of short videos. The huge number of fans and user stickiness have the potential for huge commercial value. The platform represented by Chiu (2007) mainly focuses on grassroots funny content, which provides users with a lot of fun in today's fragmented communication. Then there is the production of sitcoms, such as reporting to the boss, never expected, the video short dramas are based on funny ideas, and they have been widely disseminated on the Internet. There are also short videos such as skill-sharing and creative editing that are also widely circulated on the self-media platform.

The following analysis of specific cases will investigate the content production mechanism and communication characteristics of short video platforms in the context of the mobile Internet era. The advantages and characteristics of the "Toutiao" news client and its phenomenon-level operation mode will be analyzed. Since its launch, "Toutiao" has continuously optimized its functions and has now become the most active platform for news consulting users in China. In today's competitive landscape, its advantages are significant, supported by big data algorithms, personalized push methods, time-sensitive social platforms, and a layout with far-reaching frontier

awareness. It can analyze user interests in an all-around way, rely on technical algorithms to push accurate information services, and can catch hot news on the network in time and quickly push it to users. Toutiao currently has 58 channels. Users can share, forward, and comment while reading, ensuring the timeliness of news. On this platform, all the user's browsing traces will be collected by the background to form the product positioning of the user's personalized information. The concept is "what you care about is the headline", and more attention is paid to the participation of netizens and the actual needs of users. Today, Toutiao's cumulative number of users has reached 600 million active users, 140 million monthly active users, and each user uses 76 minutes a day. Its biggest advantage is the accurate grasp of user interests, and through intelligent recommended content, users can be satisfied (Elsevier, 2010).

From 2016, Toutiao began to enter the "short video" field and hatched a "volcano small video". In 2017, it acquired Flipagram, an American short video app. In 2018, its product "Tik Tok" became a global hot spot. In June 2018, Douyin had more than 300 million monthly active users, meeting the fragmented reading needs of users, and users can intersperse experience between text news and short videos. Products such as Wukong Q&A, Douyin Short Video, and Watermelon Video developed by this platform have become more widely used information publishing platforms. To understand the characteristics of the youthful production of "Tik Tok" content and its successful operating model, Douyin uses a simple piece of music with a popular 15-second short video to spread the content. Content marketing is used to occupy the user's psychology and capture the needs of young people who love to play and pursue individuality. The content made is very novel, starting from the various talents and life skills of eating, drinking, playing, and fun. "Vibrato, record your beautiful life" is the slogan, with topical challenge projects for all users. For example, in September 2018, Mengniu Dairy launched the topic "Born to be Strong Shooting King" challenge. Random event stickers were also launched immediately, and your must-kill shots were displayed. This event attracted a large number of users to participate. At the same time, users on the TikTok homepage can also view the hot search lists and watch short video recommendations based on their positioning. The success of the Douyin short video platform partly lies in the rational use of big data, as well as   the personalized precision marketing operation, which has effectively seized   market opportunities (Xiao et al., 2019).

It is important to compare the similarities and differences of short video content production under the UGV mode at home and abroad. In China, the content production of this UGV model is closely linked with users, which not only meets the more diversified needs of users, but also has an important influence on the user purchasing decisions of content by netizens. For example, advertisers recognize the huge potential value of the UGV model. The Douyin platform is bound to mobile Taobao. When users record short videos to advertise products, they link to the URL of the mobile Taobao store. Users who browse Douyin can directly enter the store, purchase goods to promote and drive product sales. In the process of operation, the

content production of short video platforms such as Douyin and Kuaishou is different from foreign UGV concepts because the Chinese are introverted and unwilling to expose themselves too much. These self-media platforms still pay more attention to the celebrity effect and use the personal promotion of celebrities to drive users' interest. However, the Chinese also like to watch and appreciate the emotions of others, so when an opinion leader appears, it will greatly resonate and admire, meet the needs of users in many aspects, and cause explosive attention and following. Standardization of the content review mechanism of the short video self-media platform is of great significance. Nowadays, in accordance with the continuous increase in the number of users of these short video platforms, the State Administration of Radio, Film and Television has also imposed strict regulations on the content production of the platforms. The CEO of "Kaishou" promised to give priority to recommending personalized positive works that meet user interests, and launched the "Parental Control Mode" to establish a juvenile protection system. "Today's Toutiao" expanded its content review team, clarified corrective measures, and shut down the "Yiyi Duanzi" client. Douyin has launched an online community self-discipline convention to avoid vulgar popularity, optimize algorithm recommendation, and let more knowledgeable and positive high-quality content be disseminated. It is highly recommended to use "user thinking" to do fine management, do fine guidance, and maintain the normal order of cyberspace (Xiao et al., 2019).

However, looking at the development trend of short video, it will be content verticalization, social intelligent recommendation, from UGV user production content to PGV professional production content. And this mode of creating a professional team by training a short video platform will gradually form a professional content production staff, from the conception of the video structure to the performance by civilian artists, and then solve the viewability and richness of short video content. The development of short video content will always focus on satisfying the needs of consumers as the starting point for creation. As for the short video business model, from the content of the demand to the traffic and to the realization, these three links need to be positively linked. The training plan for high-quality talents will also be gradually launched, occupying resources, forming a targeted shaping, and combining the brand strategy level. Furthermore, making relevant marketing activities would be beneficial. The realization of short videos can be used for marketing, such as setting up floating icons on the existing pages, clicking to enter the diversion to the relevant interface, laying out around the consumer browsing path, and creating novel advertising forms. In short, as an information-bearing model, the short video has solved the audio-visual consumption problem of the culture of fast food and has become a medium for self-expression, emotional participation, and information sharing. The short video communication mode under the social platform will be more in line with the actual needs of today's society, further strengthen the communication of original videos, enrich and meet the needs of users (Wallis, 2011).

2.4 Previous Studies on Agency-Generated Videos

The strong visibility of mobile short video is an important feature of content innovation in the new media era, and it may become the main form of information consumption in the future. Many traditional media take advantage of their existing advantages to actively expand and accelerate the deployment of mobile short video services. After just a few years of exploration, a complete industrial chain has been formed. Commercial organizations have two shifts, one shift, etc. These organizations focus on the production of short video content and do not have a dedicated short video platform. They are distributed through multiple channels through "two micro and one end" and other platforms (JIA, 2020). Typical representatives of platform organizations are Toutiao, Tencent, Kuaishou, and Miaopai. Such institutions mainly aggregate short videos and are currently investing in supporting high-quality original content. The organization that does both content and platform is represented by Pear Video, which aims to explore a path that does both content and a relatively vertical and medium-scale platform at the same time. In addition, there are apps dedicated to short video creation tools, such as Xiaokaxiu, Meipai, Xiaoying, Faceu, etc., through which users can edit and beautify short videos and upload them to the platform (JIA, 2020).

Table 2.1 Summary of Previous Study

No.	Topic	Author	Year	Objective
1	Handbook of Research on Digital Media and Advertising: User Generated Content Consumption	Eastin et al.	2011	Digital Media, User Generated Content, Evolving Media Metrics
2	Does Chatter Matter? The Impact of User-Generated Content on Music Sales	Vasant Dhar & Elaine A. Chang	2009	User Generated Content, Social networks, Blogs, Music
3	Research on the Influence of Content Features of Short Video Marketing on Consumer purchase intentions	Yani Xiao et al.	2019	short video marketing; purchase intention; perceived usefulness; playfulness; the involvement of

				influencers; TAM
4	How Does Brand-related User-generated Content Differ across YouTube, Facebook, and Twitter?	Smith et al.	2012	User-generated content (UGC); Content analysis; social media; social media marketing; YouTube; Facebook; Twitter
5	User-Generated Content Sources in Social Media: A New Approach to Explore Tourist Satisfaction	Kaosiri et al.	2019	user-generated content; social media; tourist expectations; tourist perception; tourist satisfaction
6	Users like you? Theorizing agency in user-generated content	Dijck	2009	User-generated content (UGC); Content analysis; tourist expectations; tourist satisfaction

2.5. Persuasion Knowledge Theory

Kirmani and Campbell's (2008) persuasion knowledge theory, which points out that consumer persuasion knowledge is very important for consumers to understand and respond to marketing efforts, and can help consumers achieve their goals in this situation in a variety of ways. Persuasion knowledge theory and beliefs are about how agents try to persuade, including beliefs about marketers' motivation, strategy and tactics, belief in the effectiveness and appropriateness of persuasion strategies, belief in the persuasion of intermediaries, and strategies for trying to influence others (Friestad & Wright, 1994b).

2.6 Structural Equation Modeling

Gefen, Straub, and Boudreau (1997) defined Structural Equation Modeling (SEM) as a multivariate technique that combines the aspects of multiple regression

and factor analysis to simultaneously estimate a series of interdependent relationships (Gefen et al., 2000). SEM contains a variety of statistical methods, including analyses of variance, multiple regression, discriminant analysis, canonical and partial correlation, factor analysis, principal component analysis and multi-level analysis, further proving its wide range of uses (Boker et al., 2011). Gefen et al. (2000) defined Structural Equation Modeling (SEM) as a multivariate technique combining multiple regression (checking dependencies) and factor analysis (using multiple variables to represent unmeasured concepts). Structural Equation Modeling (SEM) is a statistical technique used for hypothesis testing. Previous research has shown that if the data obeys a normal distribution, Structural Equation Modeling (SEM) is a statistical technique used for modeling. In other words, SEM needs data normality before it can be applied to modeling statistics (Hair et al., 2019). Therefore, in this study, skewness and kurtosis are used to verify the normalization of the data. Ratcliff (1988) described the degree of skewness of sample distribution outliers, and added that the skewness 26 statistical value should be less than 2 times or less than 2 times of the standard skewness error. Labs (2011) indicates that kurtosis represents the peak distribution, positive kurtosis represents the largest distribution, and negative kurtosis represents a flat distribution. The acceptable kurtosis range is -2 to +2.

2.7 Research Hypothesis Development

According to the Persuasion Knowledge Model (PKM), consumers already know that companies use traditional advertising messages with commercial intent to persuade consumers about their services, brands, or products (Bickart & Schindler, 2001). By contrast, privately produced messages that contain the sources' own views and experiences are not seen as commercially motivated content and are therefore seen as more likely to be trusted by consumers (Berthon et al., 2008). Moreover, Smith (2012) shows that peer recommendation is more trustworthy than sponsored advertising. Thus, we hypothesize:

H1. The source has positive affect on trustworthiness.

Studies have shown that users often score particularly high on user experience, which can be understood as knowledge generated by direct acquaintances (Lüthje, 2004). User experience is obtained through frequent use of a certain product, which refers to learning from experience. The experience is usually accompanied by the acquisition of vivid and reliable knowledge about products and services. Product and service-related knowledge includes -how it is related to product architecture, materials and technologies used, or specific service specifications. Most UGVs feature personal stories and tell the user's personal experience. These individual participations allow the audience to acknowledge the necessary expertise and knowledge to the generated users (Ertimur & Gilly, 2012). Therefore, we propose the following assumptions:

H2. The source has positive affect on expertise.

The trust paradigm in communication is the listener's confidence and acceptance of the speaker and information. Ohanian (1990) reviewed the concept of trust in the journey from Aristotle to the king over the centuries, and concluded that what Aristotle called "spirit:" and "source credibility:" is the same concept: the audience's trust in the speaker. In addition, terms such as "proneness", "acceptance", "mental safety" and "perceived support atmosphere" are often mentioned as beneficial results of trust (Fogg et al., 2003). Many studies support the influence of trustworthiness on attitude change. For example, in the context of frightening dissemination, Smith et al. (2005) studied the influence of source credibility on the credibility of dissemination. The results show that when communicators are considered highly trustworthy, information with opinions is more effective than communication without opinions in generating attitude changes. It is important to manipulate the expertise and credibility of the source to assess the impact of each of these components on the persuasion of the communicator. Their research results show that they are considered to be both experts and reliable sources of information, resulting in the greatest change in opinions. In fact, trusted communicators are persuasive, whether they are experts or not. In addition, Kaosiri et al. (2019) investigated several factors related to credibility and concluded that celebrities who are liked will also be trusted. In addition, celebrity credibility is highly related to the perceived similarity of respondents to information sources, the professional level of information sources and the attractiveness of information sources. Therefore, the following assumptions are put forward:

H3. Trustworthiness has positive affect on the intention to visit.
H4. Trustworthiness has positive affect on the willingness to share.

The classic literature on source effect has proved that the impact of information conveyed by peers or similar sources on consumer behavior is usually greater than that of experts or enterprises. Mail recipients identify more closely non-commercial sources that they believe are more similar to them (Chakravarty et al., 2010). This identification process will lead people to understand the behavioral consequences of the response message. According to the social influence literature, individual behavior is more consistent with the information sent by people like them. UGC (such as written peer reviews) has been shown to have a strong impact on consumer purchase behavior from book selection to travel destination (Chakravarty et al., 2010). The research shows that, compared with the recommendation from traditional advertising sources, consumer recommendation has a great impact on purchase behavior (Dhar & Chang, 2009). The researchers also found that video consumers are more likely to forward and share information from family or friends than professional platforms or other commercial sources (Chiu et al., 2007). We propose the following hypotheses:

H5. The source has positive affect on intention to visit the viewers.

H6. The source has positive affect on willingness to share of the viewers.

Advertising studies have shown that the credibility of the source of a message has a direct impact on the persuasiveness of the message and the corresponding behavioral response (Keller, 2007). The credibility of the source has been identified as one of the most important factors affecting consumers' purchase intentions (Ohanian, 1990). Compared with sources with low confidence, highly trusted sources were observed to induce more persuasion in terms of behavioral consequences and compliance. When consumers perceive a source to be highly trusted, they tend to rely on their own behavior, including communication and purchasing behavior and information conveyed by the source. Therefore, we propose the following assumptions:

H7. Expertise has positive affect on the intention to visit.

H8. Expertise has positive affect on the willingness to share.

CHAPTER 3

RESEARCH METHOOLOGY

3.1 Conceptual Framework
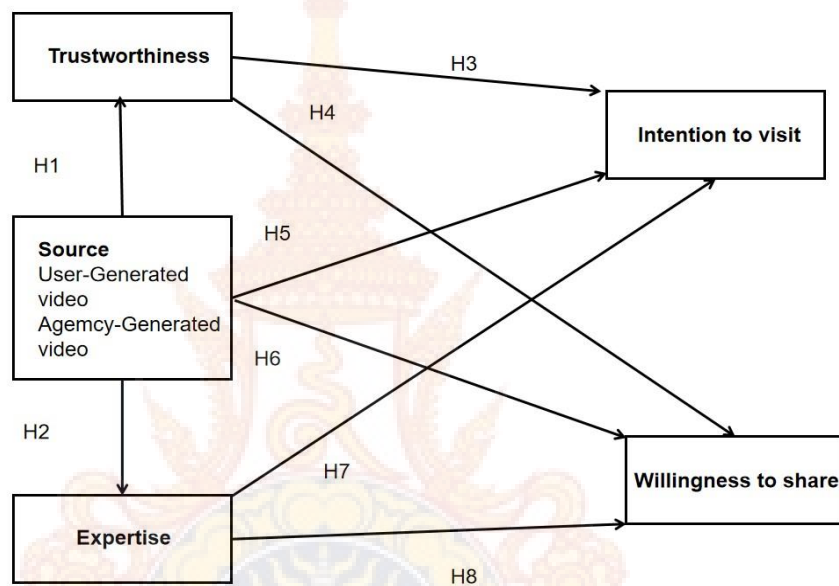
Figure 3.1 The Conceptual Framework of this research (by Hautz et al.,2014)

3.2 Research method

Self-administered questionnaires were used to collect data on young Chinese people. The Likert five-point scale questionnaire aims to collect quantitative data on the impact of video makers on viewers' viewing intentions and sharing behaviors. The survey was conducted in February 2021. In order to perform statistical analysis on the collected data, we used SPSS and AMOS. SPSS analysis software is used to test the reliability and demographic information of the measurement items. At the same time, AMOS analysis software is used to perform confirmatory factor analysis (CFA) and structural equation framework (SEM) analysis on the research framework.

3.3 Research design

This research aims to study the influence of video producers, credibility, and expertise on the audience's willingness to visit and share. In order to study the influence of video maker, credibility and professional knowledge on the audience's willingness to visit and share, the research was conducted in the form of a questionnaire survey. First, the participants were shown videos from the BILIBILI platform (https://www.bilibili.com/), which is a highly concentrated cultural community and video platform for the young generation in China. It is a sports video about the Beijing Winter Olympics made by sports fans. We previewed the videos on the BILIBILI platform, and pre-selected a subset of 5 videos based on the high reviews and ratings of BILIBILI community members. All the videos show similar content because they are all short films about the Beijing Winter Olympics, including travel advertisements in Beijing and Zhangjiakou. Then the participants completed the video viewing and questionnaire and submitted through WeChat and/or face-to-face.

3.4 Population and Sample Selection

3.4.1 Population
The data used in this study was obtained through WeChat or face-to-face surveys of 400 participants. Gifts were provided to express gratitude to all participants who participated in the survey.

3.4.2 Sample Size
The researcher will determine sample size by applying an equation proposed by Yamane (1967) at confidences level of 95% and precision levels = 0.05.

Anticipated effect size: 0.2

Desired statistical power level: 0.8

Number of latent variables: 5

Number of observed variables: 16

Probability level: 0.05

Calculate!

Minimum sample size to detect effect: 376

Minimum sample size for model structure: 173

Recommended minimum sample size: 376

Figure 3.2 The sample size of this research

Source: https://www.danielsoper.com/statcalc/calculator.aspx?id=89

Based on the calculation results of the sample size, the recommended minimum sample size is 376. Taking into account the feedback rate of the survey and other issues, the sample size is selected to be 400 for research data collection. A total of 400 questionnaires were released in this study, and 388 valid questionnaires were returned, with an effective rate of 97%

3.6 Design of Questionnaire and Scale

This study uses a questionnaire, which creates a review of the relevant literature to collect data. The questionnaire can be divided into two parts:

Part 1: Closed-end questions about the demographic characteristics of the participants, including gender, and income.

1. Gender
□Male
□Female

2. Grade
□ Freshman
□ Sophomore
□ Junior
□ senior
3. Are you from Beijin
□ Yes
□ No

4. You have an affinity for Beijin
□ Strongly Agree
□ Agree
□ Neutral
□ Disagree
□ Strongly Disagree

5. You agree with online opinion seeking behavior
□ Strongly Agree
□ Agree
□ Neutral
□ Disagree
□ Strongly Disagree

Part 2: 14 Closed answer questions about factors that affect users' willingness to visit and share, including:

Table 3.1 Number of questionnaires for 4 factors

Trustworthiness	3 Questions
Expertise	5 Questions
Intention to visit	2 Questions
Willingness to share	4 Questions
Total	14 Questions

The second part of the questionnaire includes a total of 20 questions in five dimensions, of which three questions are used to measure the trustworthiness of the viewer. Five questions are used to measure the confidence of the user and two questions are used to measure the user's argument quality, with two questions

measuring the worthiness of the user's trustworthiness and worthiness, two questions measuring whether users intend to visit, and four questions measuring whether users intend to share.

Table 3.2 Five-point Likert Scale

Strongly Agree	Five points
Agree	Four points
Neutral	Three points
Disagree	Two points
Strongly Disagree	One points

The following questions are the further meaning of each question mentioned in the questionnaire. The items and questions included in our online questionnaire were constructed, modified, and refined from scales established in previous research literature.

In order to measure the impact of video on consumers' intention to visit Beijing, two items were adapted from the "attempt intent" scale of Fishbein and Ajzen (1975). The willingness to share is used to evaluate the possibility of sharing and reposting the video, as well as the possibility of writing, discussing, or talking about Beijing after seeing the video. Therefore, questionnaires adapted from two projects by Sun et al (2006) was used. In addition, two projects that assess the frequency of citing videos on various social media platforms were applied, adapted from Ho and Dempsey (2010). Existing literature shows that whether a source is classified as credible is measured by two main dimensions, namely reliability and expertise.

Table 3.3 Summary of questionnaire items

	Source
Trustworthiness	
Do you think the content of the short video is real	(Ohanian, 1990)
Do you think short video content is unreliable	
Do you think the value of short video content is not trustworthy	
Expertise	
Are you a short video expert	(Ho & Dempsey, 2010)
Do you have experience in making short videos	
Do you have any insights on short video production	
Is the short video you produced qualified or unqualified	
Have you received professional training	

Argument quality	
By watching the short video of the 2022 Beijing Winter Olympics, I discovered many new things about Beijing.	(Sun et al., 2006)
This short video provided me with a lot of useful information related to Beijing.	
Intention to visit	
The short video made me want to go to Beijing.	(Ajzen & Fishbein, 1975)
After watching the short video, I will go to Beijing to see it.	
Willingness to share	
Would you forward this video to others (friends, family, acquaintances)?	(Ajzen & Fishbein, 1975)
Would you share such videos with your friends through social networking sites (WeChat, tiktok, Xiaohongshu)?	
How often do you share videos on your personal blog/homepage/weibo account?	
How often do you share videos on social networking sites (WeChat, Tik Tok)?	

We used a series of methods to analyze whether there are differences in these controls between the experimental groups. The cross table showed no significant differences between the two groups in terms of gender or regarding Beijing as home. In addition, neither ANOVA analysis nor LSD Post-Hoc test showed that there were significant differences between the two experimental groups in terms of online opinion-seeking behavior and Beijing affinity. Since no significant differences were found, alternative explanations for differing opinions on the trustworthiness of VIDEO MAKERs, the quality of video contention, and willingness to share and rely on online video can be ruled out. Our randomization procedure seems to be effective, and the difference in dependent variables is attributable to our operation.

3.7 Suggestions of the Three Experts on the Questionnaire

This study invited three marketing experts to review the questionnaire. The three marketing experts believe that it is necessary to study the impact of video producers on users watching and sharing videos, and reveal the user's attention to video producers, especially AGV and UGV. The questionnaire comes from the classic questionnaire of previous researchers. The questionnaire questions are suitable for the purpose of this research and further research. During the implementation of IOC, experts must evaluate and score each item, with a score of 1, 0, -1. If an expert scores a project, it means that the project can measure its goals and has effective content. If an expert scores an item as 0, then its intended use can be measured. If the expert evaluates the project as -1, then the project has not yet measured its usage. After

completing the evaluation of all items, the three experts substituted the score of each item into the formula and calculated it based on the objective suitability index of the item (Litwin, 1995). To sum up, this project describes the indicators and calculation parts of the project goal consistency scoring table. There are 14 entries and 4 structures in total. The highest score is equal to 1, and the lowest quantile is 0.67, which is reserved. Therefore, the content validity of the 14 items in this study is sufficient. The results are shown in Appendix 1.

3.8 Collection of Data

In order to perform statistical analysis on the collected data, we use SPSS 20.0 for Windows and AMOS 24.0. SPSS analysis software is used to test the reliability and demographic information of the measurement items. At the same time, AMOS analysis software is used to carry out confirmation factor analysis (CFA) on the research framework, test hypotheses, and analyze the structural equation framework (SEM).

3.9 Research Methodology

3.9.1 Descriptive statistics analysis

The data is presented in the form of tables, graphs and the figure below, drawing the profile of respondents and the distribution of related factors. The calculation of averages, frequency distributions, and percentage distributions are the most common forms of aggregated data.

3.9.2 Reliability test

This study uses Cronbach's alpha test to test the reliability of each variable. If the instrument has a minimum alpha score of 0.6 and an overall reliability of 0.7 or higher, it has good reliability (Bagozzi & Yi, 1988). The greater the accuracy factor, the higher the reliability of the measurement. The scholar outlined the following: less than 0.30 (Very low); 0.30-0.49 (Low); 0.50-0.69 (Medium); 0.70~0.79 (High); 0.80~1.00 (Very High). Therefore, the scale or questionnaire should be within the acceptable range of 0.70~0.80. The sub-scale is preferably above 0.70, and it is acceptable to be between 0.60 and 0.70. Therefore, it is necessary to conduct a pre-test to check whether the research tool can be used in this study.

Table 3.4 Criteria of Reliability

Cronbach's Alpha Coefficient	Desirability level	Reliability Level
0.80-1.00	Excellent	Very High
0.70-0.79	Good	High
0.50-0.69	Fair	Medium
0.30-0.49	Poor	Low
Less than 0.30	Unacceptable	Very Low

3.9.3 Correlation test

CPDA data analysis can measure the correlation strength between the two variables through the correlation coefficient. The correlation coefficient most commonly used by data analysts is called Pearson product moment correlation coefficient. It is used to measure the intensity of linear correlation between variables measured by interval or ratio scale. The sign and absolute value of the correlation coefficient describes the direction and magnitude of the relationship between the two variables. The phase relationship value in the data is between - 1 and 1. The greater the absolute value of the correlation coefficient, the stronger the linear relationship. The strongest linear relationship is represented by the correlation coefficient - 1 or 1. The weakest linear relationship is represented by zero correlation coefficient. Positive correlation means that if one variable becomes larger, another variable tends to become larger. Negative correlation means that if one variable becomes larger, the other variable tends to become smaller.

3.9.4 Path analysis

In order to analyze the relationships within the research framework, we performed path analysis based on structural equation model (SEM). In this study, SPSS 26.0 software was used as the data collection, collation and analysis tool, and AMOS 23.0 software was used as the path regression tool.

CHAPTER 4

DATA ANALYSIS

4.1 Reliability Test of Research instrument

Descriptive research is a common project research method. It refers to the different factors faced by different aspects of research, data collection and data recording, focusing on the static description of objective facts. Most marketing research is descriptive. Researching customers' purchase intentions for products designed with their cultural traditions is defined as marketing research, therefore, the company's marketing operations strategy may use descriptive research. The purpose of descriptive research includes describing the characteristics of a fixed population, investigating the impact of video maker on Expertise and Trustworthiness, and making predictions accordingly. Quantitative research is to determine the number of things in certain scientific research, that is, to use many questions and phenomena to represent samples, and then to analyze, test and explain to obtain meaningful research methods and processes. The sample survey is not a comprehensive survey. This is a survey method used to survey certain units of all respondents, and on this basis, to further estimate and infer all responses. The questionnaires were distributed face to face. This study validated the questionnaire through a pilot test. There are 35 participants in the pilot study, and the survey data is analyzed through EFA.

4.1.1 Exploratory Factor Analysis

Table 4.1 KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.753
Bartlett's Test of Sphericity	Approx. Chi-Square	1008.394
	df	32
	Sig.	.000

Notes: N=35

The KMO values of all the scales were found to be above 0.70 and the total variance explained by all the constructs was above 60% (Hair et al., 2010).

Table 4.2 Cronbach's Alpha of construct scales

Construct	No. of question(s)	Cronbach's Alpha
Trustworthiness	**3** Questions	0.765
Expertise	**5** Questions	0.737
Intention to visit	**2** Questions	0.824
Willingness to share	**4** Questions	0.790
Total	**14** Questions	0.808

Notes: N=35

It is found that the Cronbach's Alpha value of all scales is above 0.70, among which the Cronbach's Alpha value of expertise is 0.737 and the Cronbach's Alpha value of Trustworthiness is 0.765.Additionally, the Cronbach's Alpha value of intention to visit is 0.824，with the Cronbach's Alpha value of willingness to share of 0.790, and the Cronbach's Alpha value of total of 0.808. All items meet the requirements.

4.2 Factor Analysis

Before testing our hypotheses, there is a confirmatory factor Uuing maximum likelihood estimation for analysis (CFA) to determine the reliability and validity of the underlying structure in the model. Overall, the applied model showed an acceptable fit index. In addition, high factor loading and factor reliability indicate satisfactory convergence validity (N.6) (Bagozzi & Yi, 1988). The extracted average variance (AVE) also meets the recommended level (N.5) (Hair et al., 2010). The descriptive statistics and correlations between variables are shown in Table 1.

Table 4.3 Final Measurement Items as well as their Psychometric Properties

	Mean	Factor loading	C.R.	FLR	AVE
Trustworthiness	**4.47**		**0.86**	**0.63**	**0.65**
Dishonest-honest	4.63	0.71			
Unreliable-reliable	4.25	0.82			
Untrustworthy-trustworthy	4.53	0.89			
Expertise	**4.70**		**0.92**	**0.54**	**0.78**
Not an expert-expert	4.53	0.85			

Inexperienced-experienced	4.72	0.88			
Unknowledgeable-knowledgeable	4.77	0.86			
Unqualified-qualified	4.60	0.91			
Untrained-trained	4.88	0.92			
Intention to visit	**4.03**		**0.92**	**0.95**	**0.55**
The video makes me want to visit BEIJIN	4.11	0.95			
After watching the video, I am going to visit BEIJIN in the future.	3.96	0.89			
Willingness to share	**2.60**		**0.388**	**0.75**	**0.45**
Would you forward this video to others?	2.91	0.388			
Would you share such a video via social networking sites with your friends?	2.65	0.88			
How often would you share the video on your personal account?	2.32	0.65			
How often would you share the video on your social networking sites?	2.56	0.74			

Notes: N=388

Table 4.4 Demographic Data

Variables	Frequency (f)	Percentage (%)
Male	178	45.9%
Female	210	54.1%
Total	388	100%

Notes: N=388

As shown in table, approximately 54.1% (N = 210) of the participants were women, while men accounted for 45.9% (N = 178).

Table 4.5 Cities

Variables	Frequency (f)	Percentage (%)
Beijin	16	4.2%
Other cities	372	95.8%
Total	388	100%

Notes: N=388

As shown in table, approximately 4.2% (N = 16) of the participants were from Beijing, while participants from other cities accounted for 95.8% (N = 372).

Table 4.6 Mean and S.D.

	S.D.	Mean
VIDEO MAKER	0.501	0.480
Trustworthiness	1.195	4.466
Expertise	1.517	4.695
Intention to visit	1.948	4.025
Willingness to share	1.428	2.600
Beijing affinity	1.499	5.899
Online information seeking	1.828	3.687
Gender	0.501	0.503

Notes: N=388

4.3 Main Effects of Source

Linear regression analysis is performed to analyze the main effects, Such as video maker's willingness to visit (H5) (β =.018, p N .10) or video-sharing willingness (H6) (you can find β =.55, p N .10), resulting in the rejection of hypotheses H5 and H6. However, the video maker's perceived credibility (H1) (β = .151, pb .05) and perceptual expertise (H2) (β =0.374, pb .01) was found, supporting H1 and H2. The results showed that participants who were told that the video was generated by users generally attributed it to the source with significantly higher average credibility and expertise than participants who were told that the video was generated by an institution.

Table 4.7 Descriptive statistics and correlations

	1	2	3	4	5	6	7	8
1. VIDEO MAKER	1							
2.Trustworthiness	0.151*	1						
3.Expertise	0.375**	0.594**	1					
4.Intention to visit	0.018	0.418**	0.344**	1				
5.Willingness to share	0.55	0.516**	0.458**	0.566**	1			

6.Beijin affinity	−0.032	0.183*	0.066	0.338	0.2388**	1		
7.Gender	−0.116	0.083	0.118	−0.002	0.132	0.067	1	
8.Online information seeking	−0.008	0.065	-0.021	0.071	0.108	0.29	−0.238**	1

Note: * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$，
N=388.

4.4 Mediating Effects of Source Credibility

A multiple mediation model suggested by Preacher and Hayes (2008) is applied to test the hypothesized mediating effects of expertise (H7, H8) and perceived credibility (H3, H4). Their proposed model does not require evidence of significant total effects of independent dependent variables before estimating direct and indirect effects. The model uses more direct mediation testing by searching for significant indirect effects. In order to test the inference of indirect influence, a non - parametric resampling program bootstrap is applied (Preacher & Hayes, 2008). Although the direct effect of video makers on intention to visit is not statistically significant (β =0.018, p >0.1), a significant positive effect of trustworthiness (β =0.418, $p < 0.01$) and expertise (β =0.344, $p < 0.01$) on the intention to visit was found. The table shows confidence intervals and parameter estimates for specific indirect effects of sources on access intentions through credibility and expertise and for the population as a whole. The overall indirect effect is positive and statistically significant, as demonstrated by a 95% bias corrected bootstrap confidence interval well above zero. In addition, specific indirect influences through expertise and credibility are both positive and significant, providing support for H3 and H7. The study showed that participants who were told the video was user-generated rated the source as more trustworthy and had more professional knowledge than those who were told the video was generated by an organization. In addition, those who rated the source as more reliable relative to expertise showed greater willingness to visit.

Analysis of the second dependent variable --willingness to share and repost videos -- provided similar results. A significant positive effect on perceived trustworthiness (β=0.516, $p < 0.01$) and perceived expertise (β=0.458, $p < 0.01$) athe willingness to forward and share videos was found. The direct impact of source on the willingness to forward and share videos is not significant.
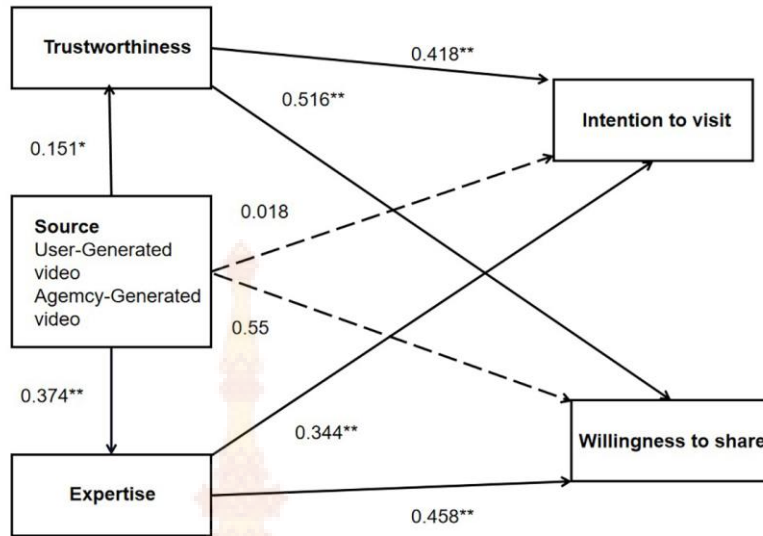
Figure 4.1 Path Coefficients Resulting from Structural Equation Modeling (SEM)

Note: * *p* < 0.05; ** *p* < 0.01,
N=388.

Video producer's willingness to visit (H5) (β = .018, p N .10) or video sharing willingness (H6) (which can be calculated β = .55, p N .10) leads to the rejection of hypotheses H5 and H6. This result proves that different video makers will not have a significant impact on viewers watching videos and forwarding videos.

CHAPTER 5

CONCLUSION AND DISCUSSION

5.1 Conclusions

The purpose of this study is to compare user-generated videos with agent-generated videos. Specifically, the study compared how the perceived trustworthiness of videos by peer users or professional organizations from different sources influenced consumers' expected behavior. In addition, the moderating effects of technology and argumentation quality are examined.

This study shows that user-generated videos generally exhibit higher source credibility than agency-produced videos and therefore have a greater impact on expected behavior. Overall, the findings of this study support the perceived advantages of user-generated content over corporate-generated content, especially in the credibility they are given, at least in the case of online video. The internal characteristics of video-type user-generated content include the originality, technicality and experience of the content, which are positively affecting consumers' use and satisfaction of the content. This conclusion shows that, in social media, when consumers choose brand-related audio and video content, the characteristics of the content itself directly affect consumers' choices. Among them, the influence of content originality shows consumers' pursuit of novelty and creativity in content. Technical influence shows that although most of the generated content is the work of non-professionals, consumers still pay attention to the quality of their works themselves. Additionally, the impact shows that as high-experience audio and video content, consumers value experience more.

However, the study also paints a more subtle picture. This shows that technical quality plays a regulatory role in the relationship between perceived credibility and VIDEO MAKERs, and that the advantages of user-produced video over organization-produced video can't be expected, but need a more specific perspective. Although the literature on UGC and eWoM suggests that non-commercial sources, which include peer users, are the more trustworthy sources of brand-related information (Berthon et al., 2008). A modest analysis of this study provides only partial support for these findings. As might be expected, in the case of low technical video quality, users were seen as a more trustworthy source than institutions. Thus, in the case of high technical quality, the commercial or non-commercial orientation of the source may have less impact on perceptions of trustworthiness and consequent behavioral intentions than that was indicated in previous literature (Kozinets et al., 2010).

5.2 Results and Discussion

The results were slightly different with regard to perceptions of source expertise. Apparently, in the case of expertise, technical quality was observed to have a significant moderating effect. However, in the case of displaying high technology quality video, this advantage of the user over the agent is again significantly reduced.

The results of this study suggest that agencies are less willing than users to make trustworthy claims about videos of high technical quality. Thus, in addition to providing high-tech quality video, additional information indicating agency expertise may help offset this impact. The results also show that information about services, brands or products from peer users is much less sensitive to quality issues than information generated by professional business entities. So interactive Web 2.0 offers a real opportunity to celebrate the noble amateur over the professional, even if the technical quality of the content contributed is low. The external characteristics of video user-generated content include content recommendation and creator reputation. The creator's reputation positively affects consumers' use and satisfaction of the content. This conclusion shows that when consumers choose content, they pay more attention to the existing creation situation of content creators, which will have an impact on their current choices. The content generated by creators with higher reputations is more likely to be selected by consumers, which also shows that creators with higher reputations have gradually become opinion leaders and experts in the field. Existing research has also confirmed the influence of opinion leaders on consumer's effect. The recommendation of content has no effect on consumer choice. This conclusion shows that consumers are satisfied with the use of audio and video content, and often do not consider whether the content has been recommended by others, but mainly based on their own feelings.

Finally, this study did not find any moderating effect on the quality of the argument. Thus, the results of this study support the work showing that richer media forms shift attention from the message itself to the source characteristics. Previous studies of print and text messages have encouraged a focus on argumentative quality, but the present results highlight the relevance of technical quality to the video. The findings also align with those of a previous study (Metzger et al., 2010).

5.3 Limitations

Although this study provides new insights, there are still some limitations, which provide a direction for further research. Future research should investigate the impact of media patterns in more detail, including richer audiovisual patterns and different types of information sources, from text and visual patterns such as still images to video. The following experimental studies can compare the importance and

impact of technical quality, sources such as user generation versus agent generation, and quality of argument of different modes. In this study, the rating of perceptual argumentation quality is quite low, which may be because the video displayed only contains the soundtrack as background music, and there is no further voice information about the travel destination, resulting in insufficient information provided by the video. Therefore, future studies should explicitly manipulate the single variable of argument quality, and eliminate other variables in the laboratory environment to ensure the success of the study and gain a better understanding of this factor. Previous studies have shown that the positivity and effectiveness of user-generated content are influenced by the environment in which user-generated content is located, including private websites, corporate-sponsored websites, and independently sponsored websites (Sussan et al., 2006).

5.4 Research Contributions

User-generated content is an important product of the Internet era. In just a few years, it has undergone a process from scratch, that is, it has evolved from the traditional authoritative publishing and central radiation content generation model to the current nationwide network and collective creation of content generation model. However, due to the user, the quality of generated content varies to a great extent. Next, more attention will be focused on the transition from being good to excellent. The most critical step is the quality evaluation of user-generated content. Therefore, research in this field presents strong theoretical and practical significance.

By examining consumers' views and behavioral intentions in the case of user-generated video and AGV, our research is of great significance to the company's decision-making in social media marketing, communication and advertising strategies. First of all, our research results show that although user-generated video is very popular and has a large number on the Internet, if companies rely on marketing information produced by professional organizations, as long as they provide high-quality videos, they are not necessarily at a disadvantage. In this case, they can be given the same level of credibility as their peers. In addition, they are not considered to have significantly lower expertise than peers who provide low quality. Although consumers have learned to associate professional advertising with business intention and persuasion, such knowledge does not necessarily lead to a decline in credibility. The results of this study had also confirmed and developed existing research. In view of the lack of user-generated content research at present, the characteristics of audio-video user-generated content and its influence on consumers' use and satisfaction were studied. The research results also show that, different from user-generated content of general text type, the amount of information is not the main feature of AUDIO-video user-generated content, and consumers' information

satisfaction for audio-video user-generated content will not have an effect on brand attitude. It extends the information-decision theory. It is found that the use and satisfaction of content play a mediating role in information-decision theory. The theory of media use and satisfaction is extended and verified by the quantitative method.

5.5 Practical Contributions

The resulting advice to focus on high-quality video may sound obvious, but given that social media marketers may deliberately mimic user-agent video strategies by using coarse-grained shots, instability, and low technical quality, it becomes even more relevant to online video production advice. It is of great significance to improve perception credibility and authenticity. As long as an agency or company can be identified as the original source of such low-tech quality video, this intent can backfire, leading to a reduced perception of expertise and credibility, which negatively impacts consumer intentions. Our results also suggest that user-agency video can provide an interesting alternative to AGV for companies as long as it has a positive and enthusiastic attitude towards a brand, rather than a negative one. Therefore, enterprises should embed user-agent videos in their online marketing campaigns by including videos or corresponding links in their digital promotion campaigns, such as newsletters, home pages, blogs, etc. In this case, the user is still the producer and therefore the source of the video. Companies that choose to incorporate creative and enthusiastic user-generated videos into their promotional campaigns don't necessarily need to worry about, look for and invest in the technical quality of user-generated videos, as long as they can clearly identify users as production sources. Moreover, consumers have learned to distinguish between amateurs and professionals and have accepted differences in quality. Consumers' use and satisfaction of audio and video user-generated content include three aspects: entertainment satisfaction, information satisfaction, and social satisfaction. Among them, entertainment satisfaction and social satisfaction have an impact on consumer brand attitudes. This shows that after consumers listen to or watch brand-related content, if these contents can meet their needs for entertainment and social communication, consumers will have a better attitude towards the brand. This study does not confirm that information satisfaction can also have this effect, which indicates that excessive information can hinder the formation of brand attitudes. This research has a good reference for enterprises and audio and video social media. For example, companies need to pay attention to the important role of audio and video user-generated content for consumers, and actively guide users to produce and share their brand-related content. Enterprises can actively cultivate themselves brand opinion leaders and promote them to produce brand-related audio and video content. What's more, social media must provide more mechanisms to promote original

content and improve the technicality and experience of content, so as to attract more consumers.

With the advent of the Internet age, research on consumer brand attitudes based on the Internet environment has become a new hot spot. At present, the influence of Internet word-of-mouth on consumer brand attitudes has become the focus of research in this field. Internet word-of-mouth is a networked form of traditional word-of-mouth, and its main manifestation is consumer comments on products or brands on the Internet. In terms of form, user-generated content about the brand (text content) is the carrier of online word-of-mouth. Many scholars have studied the influence of Internet word-of-mouth on the formation of consumer brand attitudes from the aspects of reliability, amount of information, positive and negative aspects. In the research of social media's Internet word-of-mouth, a general model of the relationship between Weibo and brand is proposed based on comprehensive research on online word-of-mouth literature. It is believed that the content of Weibo can enable consumers to enhance brand knowledge, brand image and brand attitude, which would further strengthen the relationship between consumers and brands.

5.6 Future Research

It may also be interesting for future research to consider not only the characteristics of the source but also the receiver and its special characteristics. Future research can explore the potential interaction between the personal interests and characteristics of the audience and the characteristics of the source or propaganda content. However, previous studies have shown that even a single measure is effective for measuring specific attributes, such as willingness to use technology (Rossiter, 2005). Finally, this study is limited by the fact that the cases discussed in this study are rooted in the field of travel advertising. The impact of user-generated video should be re-evaluated and replicated in the light of similar but broader social media projects. Therefore, further research is needed to assess perceptions of video quality and source in other industrial environments and domains. The research is a practical and academic effort to broaden understanding of the growing popularity of user-generated video. Thus, compared to the widely assumed user-generated content, it is superior to content generated by commercial companies, at least in the case of video, and introduces technical quality as an important adjustment condition.

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APPENDICES A

Appendix 1: Project target consistency index (IOC) ratio form and

results

Please tick "√" in the blank space below and answer the following questions. "1" means that the subject may be able to deal with the corresponding hypothesis and its goals, "0" means that the subject may not be able to clearly distinguish the theory and its goals, and "-1" means that the subject may not conform to the paradigm and its goals. In addition, leaving further comments is the greatest support for the research.

Example-Attitude: the student's attitude towards virtual reality technology

Item	+1	0	-1	Comment
It is easy for me to use virtual reality technology in my studies.	√			

Variables	+1	0	-1	Comment	
Trustworthiness					
Do you think the content of the short video is real					
Do you think short video content is unreliable					
Do you think the value of short video content is not trustworthy					
Expertise					
Are you a short video expert					
Do you have experience in making short videos					
Do you have any insights on short video production					
Is the short video you produced qualified or unqualified					
Have you received professional training					
Intention to visit					
The short video made me want to go to Beijing.					
After watching the short video, I will go to Beijing to see it.					
Willingness to share					

Would you forward this video to others (friends, family, acquaintances)?					
Would you share such videos with your friends through social networking sites (WeChat, tiktok, Xiaohongshu)?					
How often do you share videos on your personal blog/homepage/Weibo account?					
How often do you share videos on social networking sites (WeChat, Tik Tok)?					

Result of Index of Item-Objective Congruence (IOC) Rating

Construct	Item	Rating from experts			$\sum R$	IOC $= \dfrac{\sum R}{N}$	Result
		1st Expert	2nd Expert	3rd Expert			
Trustworthiness	TH 1	1	1	1	3	1	Pass
	TH 2	1	1	1	3	1	Pass
	TH 3	1	1	1	3	1	Pass
Expertise	EP 1	1	0	1	2	0.67	Pass
	EP 2	1	1	1	3	1	Pass
	EP 3	1	1	1	3	1	Pass
	EP 4	1	0	1	2	0.67	Pass
	EP 5	1	1	1	3	1	Pass
Intention to visit	IV 1	1	1	1	3	1	Pass
	IV 2	1	1	1	3	1	Pass
Willingness to share	WS 1	1	0	1	2	0.67	Pass
	WS 2	1	1	1	3	1	Pass
	WS 3	0	1	1	2	1	Pass
	WS 4	0	1	1	2	0.67	Pass

Appendix 2: Questionnaire's Cover Page

Thank you very much for filling out this questionnaire. The purpose of this questionnaire is to investigate the influence of VIDEO MAKER on audience's viewing intention and sharing behavior. You may need one to five minutes to complete this questionnaire. This questionnaire is a part of personal research of Thai master students. Please read each question carefully and make sure that all the answers are what you really think. All this information is for academic purposes only.

Part 1: Closed-end questions about the demographic characteristics of the participants, including gender, and income.

1. Gender
□Male
□Female

2. Grade
□ Freshman
□ Sophomore
□ Junior
□ senior

3. Are you from Beijing
□ Yes
□ No

4. You have an affinity for Beijing
□ Strongly Disagree
□ Disagree
□ Neutral
□ Agree
□ Strongly Agree

5. You agree with online opinion seeking behavior
□ Strongly Disagree
□ Disagree
□ Neutral

□ Agree

□ Strongly Agree

Part 2: 14 Closed answer questions about factors that affect users' willingness to visit and share, including:

Please write a '√' in the box to show you agree or disagree with the following statements 1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree.

Variables	1	2	3	4	5
Trustworthiness					
Do you think the content of the short video is real					
Do you think short video content is unreliable					
Do you think the value of short video content is not trustworthy					
Expertise					
Are you a short video expert					
Do you have experience in making short videos					
Do you have any insights on short video production					
Is the short video you produced qualified or unqualified					
Have you received professional training					
Argument quality					
By watching the short video of the 2022 Beijing Winter Olympics, I discovered many new things about Beijing.					
This short video provided me with a lot of useful information related to Beijing.					

Intention to visit					
The short video made me want to go to Beijing.					
After watching the short video, I will go to Beijing to see it.					
Willingness to share					
Would you forward this video to others (family, friends, acquaintances)?					
Would you share such videos with your friends through social networking sites (WeChat, tiktok, Xiaohongshu)?					
How often do you share videos on your personal blog/homepage/Weibo account?					
How often do you share videos on social networking sites (WeChat, Tik Tok)?					
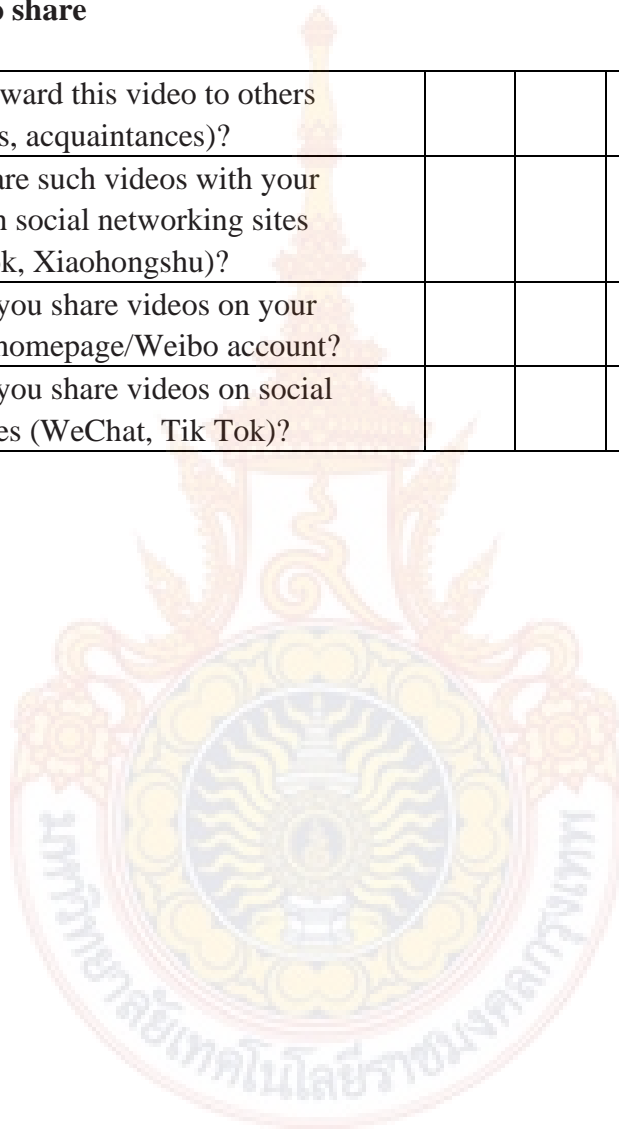
BIOGRAPHY

NAME   Sun Hong

ACADEMIC BACKGROUND   Bachelor's degree with a major in College of Radio, Film and Television, Liaoning University, China in 2004 and Master's Degree in Management at Rajamangala University of Technology Krungthep, Bangkok, Thailand in 2021

EXPERIENCES   Host and producer of Liaoning Radio and Television Station from 2004 to 2021