

**PAYMENT BEHAVIOR OF CHINESE INTERNET LITERATURE
READER: THE USE OF PLANNED BEHAVIOR AND SOCIAL
CAPITAL THEORIES**



**A Dissertation Submitted in Partial
Fulfillment of the Requirements for the Degree of
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**PAYMENT BEHAVIOR OF CHINESE INTERNET LITERATURE
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CAPITAL THEORIES**

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ABSTRACT

Title of Dissertation	PAYMENT BEHAVIOR OF CHINESE INTERNET LITERATURE READER: THE USE OF PLANNED BEHAVIOR AND SOCIAL CAPITAL THEORIES
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How should we understand the internet literature payment behavior in China? This research argued that Chinese internet literature is an internet+ literature from the management's perspective. The theory of planned behavior is also applicable to Chinese internet literature payment behavior. And readers' virtual social capital indirectly influences readers' payment behavior by directly influencing readers' planned behavior. The conceptual framework of this research is to prove the relationship between social capital and planned behavior to support the argument. In this research, social capital is divided into structural social capital, cognitive social capital, and relational social capital. And the most obvious path of the research result is that relational social capital directly, positively, and significantly influences attitude; the attitude directly, positively, and significantly influences the intention; the intention directly, positively, and significantly influences the behavior. Therefore, according to the results, internet literature companies should provide more opportunities to gain readers' virtual social capital, especially relational social capital, to achieve the payment behavior of Chinese internet literature readers.

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CHAPTER 1

INTRODUCTION

1.1 Background of the study

Chinese Premier Keqiang Li explicitly proposed the "Internet+" action plan in his government work report in 2015 (Wang & Pan, 2015). The "Internet+" action plan is formulated to promote the integration of the mobile internet, cloud computing, and big data with modern manufacturing, promote the healthy development of e-commerce, industrial internet, and internet finance, and guide internet enterprises to expand their international market. With the advent of the internet plus era, which is called "Internet+" in Chinese, more and more Chinese enterprises try to combine the characters of the internet with the original business model of the enterprises. In this era, enterprises are domesticated to possess internet of thinking. That requires Chinese enterprises to transform traditional linear industrial thinking into interactive internet of thinking(Chen & Zheng, 2016).

Under the trend of Internet+, China's cultural industry has a good momentum of development with the integration of Internet of thinking, which not only makes more and more contributions to China's economic development but also performs well in adjusting the industrial structure and improving the employment level. In addition, the cultural industry, known as the "golden industry," has received more and more attention from countries around the world, and its role as a pillar of a country has become more and more apparent. The development of the cultural industry is

reflected in the promotion of a country's national economic development and the promotion of a country's national soft power (Liu, 2021).

The advent of the internet+ era has promoted the deep integration of China's traditional industries and the internet, which requires the development and transformation of traditional industries to have an internet of thinking. Internet of thinking is the thinking that people based on the internet to think and solve problems; it reflects internet development and application practice in people's thinking. Under the background of internet of thinking, it is essential to promote the creation and innovation of cultural content, enrich the media of cultural communication, increase interactive creation, and promote the healthy development of China's cultural industry through internet information technology. Through the healthy development of China's cultural industry with the background of the internet of thinking, positive and good value orientation can be transmitted to the society. As a landmark achievement of China's internet+ traditional cultural industry content creation, internet literature is an important part of internet content construction in the digital age. Internet literature must assume the social responsibility of internet content construction and contribute to the power of internet literature for Chinese culturally powerful country.

From October 26 to 29, 2020, the fifth Plenary Session of the 19th CPC Central Committee was held in Beijing. The plenary session proposed to prosper and develop cultural undertakings and cultural industries and enhance the country's cultural soft power. It is necessary to improve social civilization, improve the level of public cultural services, and improve the modern cultural industry system. Setting the long-term goal to build a strong country in culture, education, talents, and sports filed in 2035 (Shi, 2020).

On September 27, 2021, the forum of INTERNET CONTENT CREATION IN THE DIGITAL EAR OF THE WORLD INTERNET CONFERENCE WUZHEN SUMMIT was held in the Tongan Hall of Wuzhen internet International Convention

and Exhibition Center. With the theme of "internet Content Innovation in the Digital Age," the forum pointed out that internet literature is a symbolic achievement of China's internet content creation and a vivid embodiment of the concept of global internet sharing development, and it is also an important part of the construction of internet content in the digital age. Internet literature must take the social responsibility of internet content construction, optimize the structure of the subject matter, strengthen the creation of different types, promote integration and innovation, broaden international horizons, tell Chinese stories to the world, increase the influence of Chinese culture, and contribute the power of internet literature to a culturally influential country (Conference, 2021).

The contribution of China's primary sector (agriculture) to GDP is 9.5%, The contribution rate of China's secondary sector (manufacturing) to GDP is 43.3%, The contribution rate of China's tertiary sector (services) to GDP is 47.3% in the year 2020 (Statistics, 2020). China is committed to increasing the proportion of the tertiary sector (services) in the background of IoT; Chinese internet literature belongs to the tertiary sector (services).

The population of China is around 1443 million (Statistics, 2021). In 2021, the China Internet Network Information Center (CNNIC) issued the 47th "Statistical Report on China's internet Development Status," which shows that in December 2020, the number of Chinese internet users reached 989 million (Center, 2021a). Chinese internet users account for 68.53% of the population. From June 2011 to June 2020, the number of Chinese internet users has increased from 485 million to 939 million (Center, 2021a), and the growth rate reached 93.6%. Because the population of China is a little bit different every year, according to the population and internet users each year, from June 2011 to June 2020, Chinese internet users account for around 36.2% of the population to about 67% of the population (Figure 1.1).

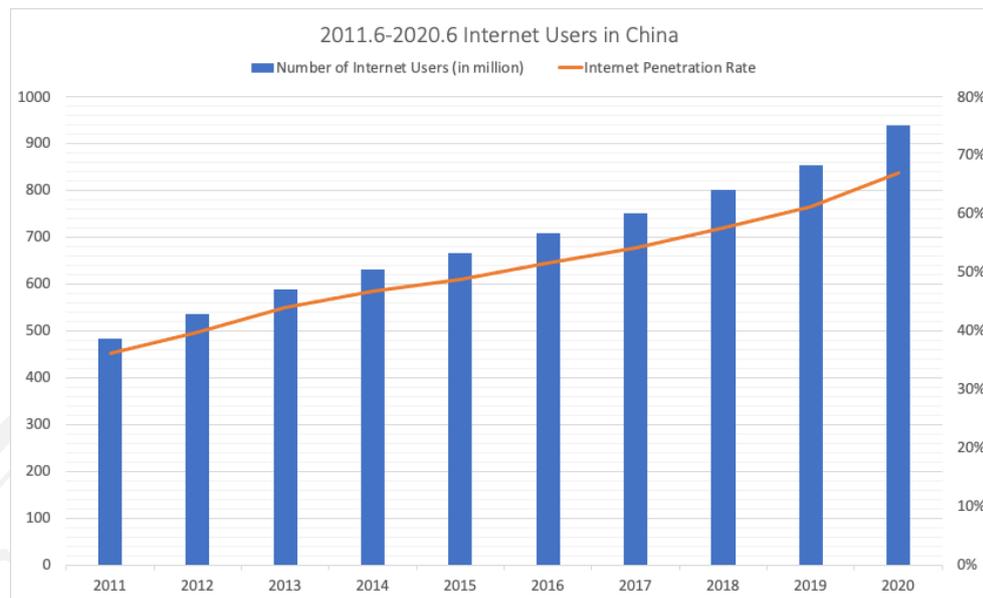


Figure 1.1 2011.6-2020.6 Chinese internet users and internet users in population rate

Source: China statistical report on internet development, CNNIC

Figure 1.1 reflects the trend of changes in Chinese internet users and the proportion of Chinese internet users in China's total population during the ten years from June 2011 to June 2020. It can be observed from the figure that the number of Chinese internet users is increasing year by year, and the internet penetration rate as a proportion of the total population is increasing year by year as well.

According to CNNIC, the trend of changes in Chinese internet literature users during ten years, from December 2011 to December 2020, has increased from 202.67 million to 460.13 million (Center, 2021a), and the growth rate reached 127%. Because the population of Chinese internet users is different every year, according to the population of Chinese internet literature users and Chinese internet users each year, from June 2011 to June 2020, Chinese internet literature users account for around 39.5% - 46.5% of Chinese internet users population (Figure 1.2).

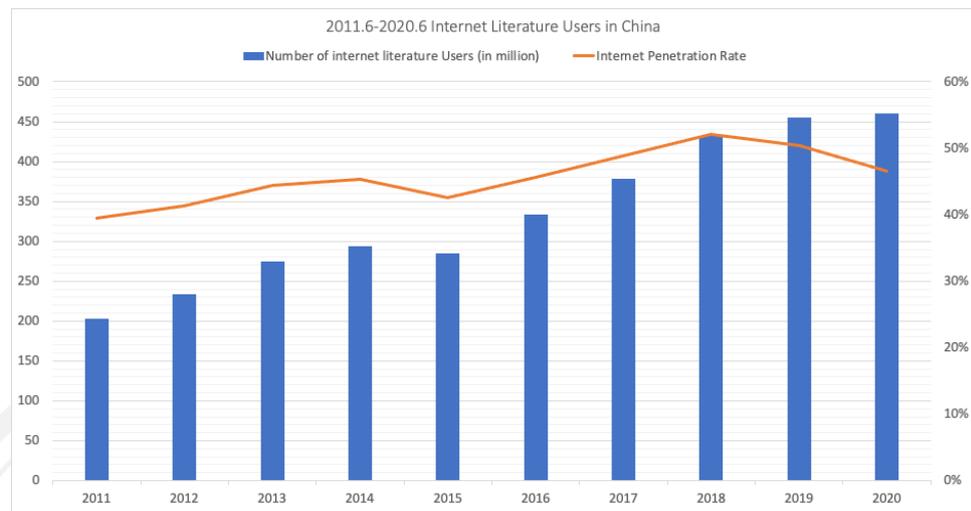


Figure 1.2 2011.12-2020.12 Chinese internet literature users and Chinese internet literature users in Chinese internet users' population rate.

Source: China statistical report on internet development, CNNIC

Figure 1.2 reflects the trend of changes in Chinese internet literature users and the proportion of Chinese internet literature users in the Chinese total internet users population during the ten years from December 2011 to December 2020. It is worth mentioning that users in December 2015 were less than in December 2014 because Chinese internet literature companies were acquired and reorganized in 2015, so the number of users was influenced. From 2011 to 2015, after five years of exploring, Chinese internet giant companies -- Tencent, Baidu, and Alibaba successfully established their internet literature department, intending to gain an advantageous position in the future competition in the internet literature payment field. After internet literature companies were acquired and reorganized, once scattered internet literature resources were merged into Chinese top internet giant companies (Center, 2021a).

It is crucial to guide the healthy and orderly development of the internet literature market. However, through literature review, many researchers indicated that piracy is serious in the internet literature market, the copyright of internet literature is

not protected, and the development of the internet literature market is not perfect. The internet literature payment through formal channels has not been emphasized and standardized (Feng, 2021; Wang & Li, 2021).

The rapid development of the internet has continuously increased the amount of free content and accessible information. A large amount of free low-quality content not only benefits consumers but also increases the time cost for consumers to filter information. People's attitudes and consumer awareness have been changed toward high-quality content. In other words, people are becoming more willing to pay for high-quality content (Wang, 2018). With the advent of upgrading content consumption, consumers' demand for high-quality contents and culture has become stronger and stronger (Qiu, 2019). Consumers can obtain personalized information, resources, and experience in vertical fields through content payment and platform payment to achieve consumption purposes such as cognitive enhancement, emotional satisfaction, and class affiliation (Zhang & Deng, 2018).

Internet literature payment should be valued. Internet literature payment is the behavior of internet literature readers paying for reading internet literature. Studying the factors that influence internet literature payment helps guide the healthy development of internet literature. According to Ajzen (1991), in the theory of planned behavior, attitude toward the behavior, subject norm, and perceived behavior control influence people's behavior through influencing people's intention. Therefore, it provides thinking for using the theory of planned behavior to explore internet literature payment behavior. In addition, consumers' behavior is not only affected by their characteristics but also affected and restricted by their social capital.

1.2 Statement of the problem

Internet literature is a landmark achievement of China's internet content creation, and it is an integral part of internet content construction in the digital age. Internet literature must assume the social responsibility of internet content construction and contribute to the power of internet literature for building a culturally influential country (Conference, 2021). Chinese internet literature is essential; many researchers with literary backgrounds define it from different academic perspectives. Still, there is no unified definition of Chinese internet literature from a business management perspective.

Chinese internet literature industry has become the source for developing Chinese cultural and creative industries. Still, there are many problems with influencing Chinese internet literature payment. The internet literature industry has developed rapidly, with increasing influence and increasing professionalism. Users' internet literature payment intention and authors' internet literature creative environment have continued to be improved (Center, 2021a). However, while the internet literature industry is flourishing, problems such as rampant piracy, lack of high-quality content, and imperfect industrial chain are prominent, and China's internet literature industry is still facing great challenges (Wang & Li, 2021). In addition, according to Song, Liu, & Zhang (2021) based on the consumers' payment behavior, although the market size of internet payment in China continues to be expanded, the internet literature payment growth rate has slowed since 2018, and the popularity of internet literature payment has declined. The internet literature payment market is actually facing a bottleneck in user payment.

The advance of "Internet+" and the development of digital technology have opened up a new time and space of "digital virtual existence" for human beings besides the real existence. The "non-realistic virtual existence" has become the "new

way of existence" for human beings in the "Internet+" era. In various computer networks, people exist and participate in network information interaction in a digital way. People's roles and social relations in real life will have virtual changes in the internet society. In the context of the internet of thinking, a "virtual existence on the internet," which is different from "survival in reality," has been established (Hou, 2020). But few companies consciously provide social capital to consumers on the Internet, even if their work provides social capital to consumers. According to Miao, Zhao, Wang, & Ge (2021), text payment is initially the interaction of users in text sharing in virtual internet communities, forming social relationships and building social capital, gaining trust, and then affecting subsequent participation and payment behavior. However, there are a large number of text payment products of varying quality, which makes users less willing to pay and may lead to the failure of the payment business model (Zhou, Tan, Bayan, & Deng, 2019). In studying internet literature payment behavior, it is necessary to understand the influence of internet literature consumers' social capital on internet literature payment.

Since 2015, a large number of internet literature payment platforms have gradually emerged in China, and the internet literature payment product types have gradually become diversified (Li, Lu, & Teng, 2018). Since 2016, the scale of the internet literature payment market has continued to expand. After 2018, the internet literature payment platform development trend is still on the rise, but it has obviously started to cool down. Due to severe copyright problems and the lack of payment habits of predominant consumer groups, the development of internet literature payment platforms has encountered bottlenecks. The fast-growing payment market is in sharp contrast with the low user willingness to pay (Lu, Zhang, Zhang, & Guo, 2020; Song et al., 2021; Tian & Zhang, 2020). Research on internet literature payment is necessary.

In addition, under the background of the internet of thinking led by "Internet+," the development of the internet and communication technology provides the basic conditions for internet literature to overseas market. With the growth of the market and the cultivation of user groups, the overseas commercial exploration of internet literature has achieved initial success. The countries and regions where Chinese internet literature goes overseas include Asia, Africa, the United States, Australia, and Europe. Relying on the "One Belt, One Road" policy, Chinese internet literature enterprises have cultivated a primary market for internet literature in Asian, African, and Latin American and have successfully established a presence in Southeast Asia, such as Singapore, the Philippines, Thailand, Vietnam, Indonesia, etc. and in European and American countries such as the United States, the United Kingdom, Canada, etc. At present, the overseas market of internet literature still takes content payment as a predominantly popular business model (iResearch, 2021).

1.3 Research gap

The previous research used qualitative and case study methods to macroscopically explore the business model of the internet payment platform (Zhou & Zhang, 2020). The previous research discussed the adaptation of internet literature (Ji, 2021), that is, the operation and development of internet literature intellectual property, which is adapted from internet literature to film and television dramas, animations, games, and audio, etc. Some researchers discussed the problems of copyright protection of internet literature (Wang & Li, 2021). The previous research did not pay attention to the use of quantitative method to explore the characteristics and influencing factors of internet literature payment.

The previous research used social capital theory to analyze the direct impact of social capital on users' internet payment intention (Zhou & Tan, 2017). The previous

research used social exchange theory to analyze the indirect influence of social capital on users' internet payment intention (Zhou et al., 2019). Some researchers used the simplified model of planned behavior theory to study users' online payment behavior (Li et al., 2018). The previous researcher used planned behavior theory and social capital to analyze farmers' behavior towards pressurized irrigation technologies and concluded that planned behavior theory and social capital impact farmers' adoption of pressurized irrigation behavior (Castillo, Engler, & Wollni, 2021). The previous research did not combine social capital and planned behavior theory to study internet literature knowledge on payment behavior.

1.4 Objectives of the study

First of all, this study clarifies the definition of Chinese internet literature, the evolution of Chinese internet literature, the operation of Chinese internet literature, and the situation of Chinese internet literature. Copyright benefits distribution also be discussed. According to Wang and Li (2021), in May 2020, the internet literature writers of China Literature Group, a well-known internet literature company, "stopped updating literary works," aroused many discussions in the academic and internet literature industry circles. The root cause is the imbalance in the status of internet literature copyright subjects. Internet literature contracted writers of China Literature Group stopped updating internet literature to protest contracts "free lunch" for internet literature payment. They thought there were unreasonable clauses in their contracts, such as the free reading business model and copyright attribution. Since then, although the situation has been improved, such as users' payment intention and authors' knowledge creation external environment were continuously improved (Center, 2021a), the copyright management system of internet literature enterprises is still not perfect. The status quo of Chinese internet literature is worthy of discussion.

Secondly, this study uses the theory of planned behavior to study the factors affecting internet literature payment and consider the formation of payment habits of predominant consumer groups. According to Song et al. (2021), Chinese predominant consumer groups have a demand for internet payment, but payment habits have not been formed. According to iResearch (2021), the overseas market of internet literature still takes content payment as a predominantly popular business model at present. Therefore, it is particularly important to study the influencing factors of internet literature payment and to put forward suggestions and countermeasures for internet literature payment.

Thirdly, this study discusses the influence of internet literature users' social capital on users' internet literature payment behavior. Internet literature providers establish social connections with internet literature readers, increase trust, form a new virtual social network linked (Miao et al., 2021).

1.5 Contribution of the study

1.5.1 Academic contribution

Firstly, the results of this study enrich the relevant research on internet literature knowledge on payment behavior. Secondly, this study explores the applicability of the theory of planned behavior to internet literature payment. Thirdly, this study explores the relationship between social capital and the theory of planned behavior, to increase academic research on the relationship between social capital and the theory of planned behavior. At the same time, this study also explains the relationship between the social capital of internet literature users as the influencing factor and internet literature payment.

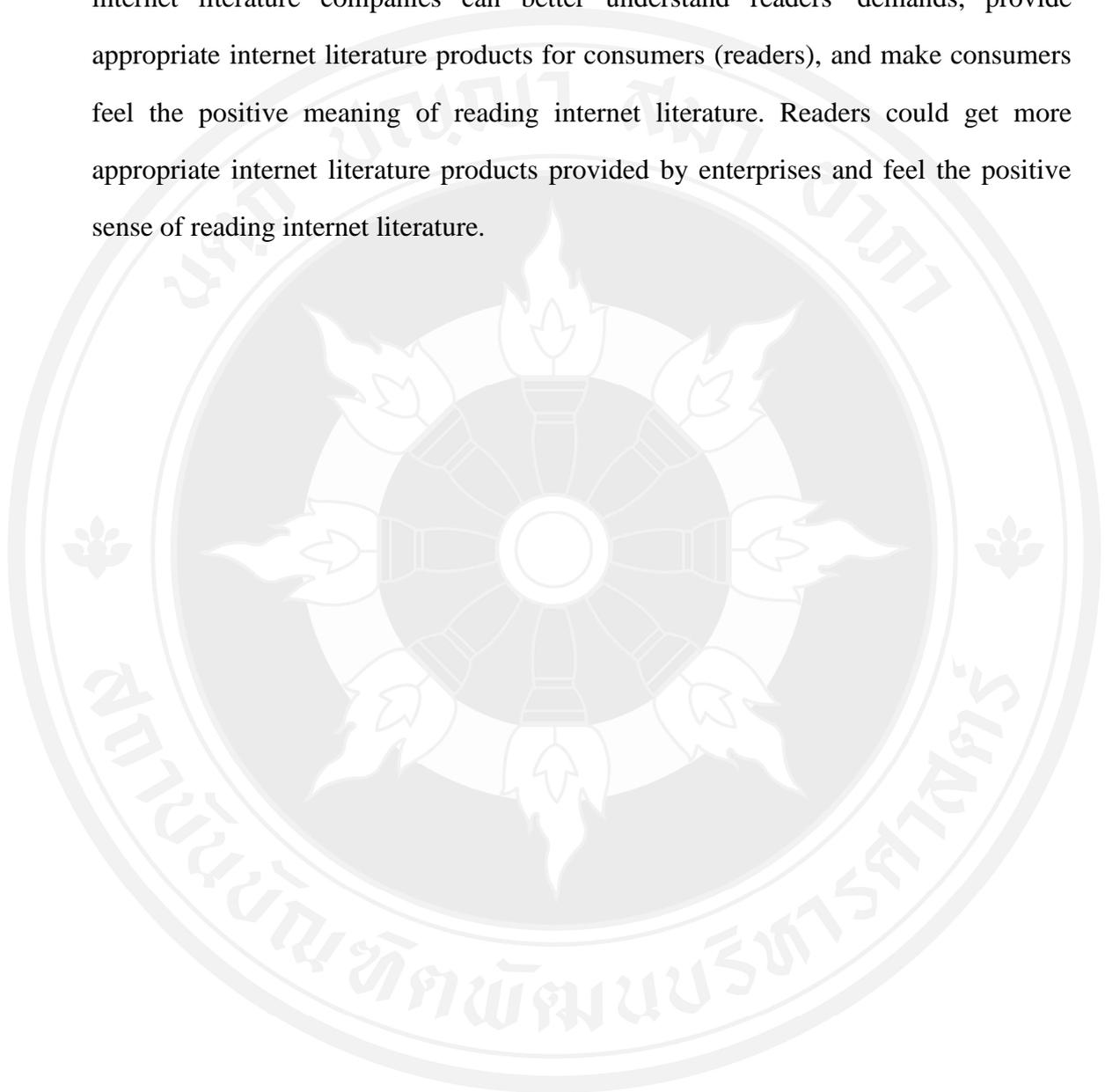
1.5.2 Practical contribution

From a national perspective, through exploring the influencing factors of internet literature payment, suggestions and countermeasures are put forward to regulate the internet literature payment market in China. So that the standardized internet literature payment market attracts high-quality internet literature content creators and internet literature writers who could provide high-quality internet literature content. A standardized and healthy internet literature payment market provides a good and stable creative external environment for internet literature writers of high-quality internet literature content. A standardized internet literature payment market and high-quality internet literature content creators will inevitably lead to a healthy and civilized new trend in internet literature creation and development. China's "QING LANG" series of particular actions in 2021 focus on regulating online entertainment and hot spot rankings (Li, 2021), which emphasizes comprehensively promoting the development of a civilized internet, civilized use of the internet, a civilized search on the internet, and a civilized development of the internet. That has highlighted the importance of the construction of internet civilization. According to World Internet Conference (2021), Wuzhen Summit put forward the theme of "Work together to build a community of shared future in cyberspace." As the representative of the "Internet+ cultural industry," internet literature should be positive, healthy, and civilized. This study explores the current situation and influencing factors of internet literature payment for society.

From the enterprises perspective, internet literature enterprises understand the influencing factors of internet literature payment, take the lead in regulating the internet literature payment market while obtaining legitimate interests in the Chinese internet literature industry, actively respond to national policies, create a civilized and healthy internet literature environment, ensure the legitimate rights and interests of

internet literature writers, Provide a civilized, healthy and stable internet literature creation platform environment.

From the internet literature reader perspective, by understanding this paper, internet literature companies can better understand readers' demands, provide appropriate internet literature products for consumers (readers), and make consumers feel the positive meaning of reading internet literature. Readers could get more appropriate internet literature products provided by enterprises and feel the positive sense of reading internet literature.



CHAPTER 2

LITERATURE REVIEW

2.1 Chinese internet literature

2.1.1 Definition of Chinese internet literature

A well-known Chinese scholar, Ouyang You-quan, a doctor of literature who is engaged in the study of literary theory and internet literature, used the ontology of philosophy in his doctoral dissertation to explore the existence of the original and nature of internet literature, as well as the ultimate existential problems of internet literature's essential significance. Ouyang You-quan believed that internet literature is a kind of literature that exists and spreads through the media of computers and the internet. Internet literature takes digital technology as the medium carrier, from the existence of the "internet" to "literature." Internet literature strengthens the dependence of literature on modern electronic media with digital technology, which not only "transforms" the former literary form but also "changes" the existing mode of literature and forms electronic text, literary hypertext, and multimedia text, which are different from paper printing works, and creates a new literary paradigm. While dispelling the traditional literary conventions, internet literature also reconstructs new literary "origin" on the two levels of knowledge pedigree and literary system to answer literary logic questions such as "what literature is," "what literature writes," and "how literature is written" and "what literature does" in its way (Ouyang, 2004).

Ouyang You-quan (2017) published the "riddled" and "answer" of the internet literature ontology, which revealed that internet literature is actually "literature." This

is not only because the amount of creation, readership, popularity, industrial chain, and extensive influence of internet literature is sufficient to characterize the literary memory of the internet era, but also because it satisfies and shapes the most straightforward spiritual needs and the universal literary consumption of hundreds of millions of people. This is fulfilling its mission with the role of "literature" as literature. Just as internet technology is constantly evolving, internet literature can also be improved. Nowadays, it is not difficult to find internet literature works that are ideological, artistic, and readable. The two internet novels "Jiang Ye [Ever Night]" and "Ze Tian Ji [Fighter of the destiny]" by the internet literary writer Mao Ni embody the combination of Chinese cultural tradition and the consciousness of literary masterpieces. The author blended the vigorous, humanistic spirit with the individual will of the fantasy characters to form the philosophical view of "loving the world, loving the people" these two internet novels are grand and orderly in the artistic structure, and the plots of these two internet novels are turbulent, the text styles of these two internet novels are delicate. The connotations of these two internet novels are deep. Ouyang You-quan emphasized that the internet's all-around coverage of literature should not be the subversion of technology to humanity or the disregard of art by business but should be a new challenge and opportunity for literary innovation and literary criticism. As the ontological construction of "literature," internet literature exists in the explicit and implicit tension of grasping and adapting to such opportunities and challenges.

Literature is a kind of language art and an aesthetic ideology contained in discourse. Poetry, prose, novels, scripts, fables, fairy tales, and other different genres are important forms of literature. Literature expresses inner emotions in different genres and reproduces the social life of a certain period and a certain region. According to X. Li (2019), traditional literature writers mostly use their own life experiences and insights to create. They rarely communicate with the audience during

the creation process. The final works may not meet the aesthetic needs of the audience. Internet literature writers create internet literature through the internet literature platform and establishes a good relationship with the audience from the beginning of the creation of literature. During the creation process, the content of the work can be modified at any time based on the audiences' feedback on the internet literature platform. The internet literature creation was influenced by the feedback from the audience, which could meet the aesthetic needs of the audience. Because the audience is involved in the creation, they have deep feelings for the protagonist of the story and the work. This is the characteristic that distinguishes internet literature from traditional literature.

Internet literature, in terms of form, is a combination of the internet and literature. Internet literature writers use the internet as a medium to create internet literature, internet literature transmitter and audiences use the internet as a medium to interact, and internet literature readers use the internet as a reading channel. Under the requirements of the internet+ era, traditional industries are required to integrate with the internet and make full use of the characteristics of the internet to carry out industrial innovation. Internet literature can be seen as the result of internet+ literature.

2.1.2 Evolution of Chinese internet literature

When it comes to the origin of Chinese internet literature, it should be traced back to the entry of the internet into China. In 1994, the internet entered China, and technological advancement changed the way of life of Chinese people. People's emotional expression and literary creation methods have also changed accordingly. Because people have emotional expression needs, they may create literature and read literary works. Before using the internet, the writer contacted the publishing house to print and publish handwritten literary manuscripts. Readers spend money to buy paper

books to read literary works. Before using the internet, it took a long time for the creation of literary works by the writer to read literary works by the reader, and the writers and readers paid high costs, such as time or money for literary works. After using the internet, the creative form of Internet+ literature has quietly emerged. The internet has changed the way people write and read. People can use the internet to write and read through the internet. The internet provides an instant and convenient interactive channel for literary audiences to communicate, fully express themselves, share creative content, seek a sense of psychological belonging, and seek a new way to achieve recognition. Internet literature, Internet+ literature, came into being. Literature relies on the internet as a carrier to create, interact and spread.

Of course, some scholars believe that the origin of Chinese online literature can be traced back to April 5, 1991. Chinese students studying in the United States founded the electronic weekly “*Hua Xia Wen Zhai* [China Digest]” (Ouyang, 2021). In April 1994, China joined the International Internet Convention, and internet literature is quietly emerging in China

In early April 1994, the Sino-US Joint Committee on Science and Technology Cooperation was held in Washington, USA. Before the meeting, Hu Qiheng, vice president of the Chinese Academy of Sciences, on behalf of China, reiterated to the National Science Foundation (NSF) the requirement to connect to the internet, which was recognized. On April 20, 1994, the NCFC project opened a 64K international dedicated line connected to the internet through the US Sprint Company, realizing a full-featured connection to the internet. Since then, China has been officially recognized internationally as a country that truly has a full-featured internet. This event was rated as one of China's top ten science and technology news in 1994 by the Chinese press. It was listed as one of China's major scientific and technological achievements in 1994 by the China National Statistical Bulletin. On May 15, 1994, the Institute of High Energy Physics, Chinese Academy of Sciences, set up the first

WEB server in China and launched the first set of web pages in China. In addition to introducing China's high-tech development, the web page's content also has a column called "Tour in China." Since then, the column "Tour in China" began to provide a broader range of information, including news, economy, culture, commerce, etc., with both pictures and texts, and was renamed "*Zhong Guo Zhi Chuang* [China Window]" (Center, 2009).

In 1997, the China Internet Network Information Center released the "First Statistical Report on Internet Development in China" the number of World Wide Web (WWW) sites in China was about 1,500 (Center, 1997). In 1998, the China Internet Network Information Center released the "Second Statistical Report on Internet Development in China" the number of World Wide Web (WWW) sites in China was about 3,700 (Center, 1998). In January 1999, the China Internet Network Information Center released the "Third Statistical Report on Internet Development in China" the number of World Wide Web (WWW) sites in China was about 5,300. It was the first time the report related to industry distribution of internet users; the number of users in the literature, art, and entertainment industry accounted for 0.5% of the total number of internet users (Center, 1999b). In July 1999, the China Internet Network Information Center released the "Fourth Statistical Report on Internet Development in China" the number of World Wide Web (WWW) sites in China was about 9,906. The report referred to the industry distribution of users; people in literature, art, film and television, entertainment, and sports account for 0.5% of the total number of users (Center, 1999a).

With the use of the internet in China, China's internet literature industry has developed rapidly. China internet Literature has three listed companies. "Zhong Wen Zai Xian [Chinese all]," which was listed on the Shenzhen Stock Exchange's ChiNext in 2015, stock code 300364. "Zhang Yue Ke Ji [IReader Technology]" was listed on the Shanghai Stock Exchange in September 2017, stock code 603533. And "Yue Wen

Ji Tuan [China Literature]" was listed on the Hong Kong Stock Exchange in November 2017, stock code 0772.HK. According to Ouyang (2021), at present, no country in the world has a listed literature company, only China has listed literature companies, and the existence of these internet literature companies shows the status of Chinese internet literature in the world.

In January 2010, the China Internet Network Information Center released the "Twenty-fifth Statistical Report on Internet Development in China" the number of Word Wide Web (WWW) sites in China was about 3.23 million. The report talked about 16 kinds of network applications for netizens. Applications usage rate rankings are online music, news, search engines, instant messaging, games, videos, blog applications, emails, social networking sites, internet literature, forum BBS, online shopping, online banking, online payment, and stock trading, and travel booking. It was the first time that China internet Network Information Center report paid attention to Chinese internet literature, mentioning the concept of "internet literature" and making clear data statistics. According to the report, the usage rate of internet literature was 42.3%, at tenth applications utilization rate rankings (Center, 2010). The development of Chinese internet literature cannot be ignored.

In September 2021, the China Internet Network Information Center released the "Forty-eighth Statistical Report on Internet Development in China" the number of Word Wide Web (WWW) sites in China was about 4.22 million. The report talked about 12 kinds of applications by netizens. Applications usage rate rankings are instant messaging, online video, short video, online payment, online shopping, search engine, online news, online music, live webcast, online game, online food delivery, and internet literature. According to the report, in June 2021, the number of users of internet literature was 461.27 million, and the usage rate was 45.6%. At the same time, this report pointed out that in March 2021, the National Development and Reform Commission and other departments jointly issued the "Implementation Plan for

Accelerating the Cultivation of New Consumption" to encourage and cultivate new consumption models and new formats such as new retail, online education, digital culture, and tourism, and promote Integrated development of online and offline consumption (Center, 2021b). The form and dissemination of internet literature are related to digital culture, and the development of internet literature has received more and more attention.

On September 27, 2021, the Forum on internet content creation in the digital ear of the World Internet Conference Wuzhen Summit was held in the Tongan Hall of Wuzhen internet International Convention and Exhibition Center. With the theme of "internet Content Innovation in the Digital Age," the forum pointed out that internet literature is a symbolic achievement of China's internet content creation and a vivid embodiment of the concept of global internet sharing development, and it is also an important part of the construction of internet content in the digital age. Internet literature must assume the social responsibility of internet content construction, optimize the structure of the subject matter, strengthen the creation of different types, promote integration and innovation, broaden international horizons, tell Chinese stories to the world, increase the influence of Chinese culture, and contribute the power of internet literature to a culturally influential country (Conference, 2021).

2.1.3 Operation of Chinese internet literature

Unlike the traditional paper-based media of literature, internet literature relies on the internet, so the operation of internet literature has the characteristics of the internet. The Chinese call the development of internet literature intellectual property (IP) content for the operation of internet literature. IP originally meant the protection of intellectual property rights. When it comes to Chinese internet literature IP, it specifically refers to the value, development, scalability, and commercial nature of

internet literature works. The development of internet literature IP operates internet literature through different business models to make internet literature profitable.

Intellectual property (IP) is a kind of intangible property right, which is the exclusive right to some intellectual achievements and commercial signs. There are two types of IP rights. One is copyright, which refers to the general term for the property rights and moral rights enjoyed by natural persons, legal persons, or other organizations in literary, artistic, and scientific works according to law; the other is industrial property rights, mainly including patent rights and trademark rights (C. Wang, 2015). Chinese uses the term IP to specifically explain those creative intellectual property rights that have a high degree of concentration and great influence and can be reproduced and recreated. The popularity of IP is closely related to the internet environment (Yin, Wang, Chen, & Feng, 2015). From the perspective of the practical usage of IP in the Chinese cultural industry, IP is defined as including two meanings, one is “content” and the other is “right.” “Content” refers to the intellectual property rights of IP, which mainly derives from two elements: the value of creative work itself and the subordinate value of exclusive rights. In other words, IP is not only a creative intellectual achievement with high quality and great influence but also this kind of intellectual achievement can be reproduced and recreated to bring economic value. “Right” refers to the legal meaning of IP: “The property rights enjoyed by the right holder over the intellectual work products he created are usually the exclusive rights granted by the state to the creators over the intellectual achievements for a certain period.” This kind of intellectual creation can be distributed to designated owners through formal channels and is protected by law as the law stipulates that intellectual property is an exclusive right and allows the owner to distribute it, which makes IP to be an intangible asset with varying values (X. Li, 2019). According to Zeng (2016), IP is a completed or partially completed literature, animation, film, TV series, variety show, game, stage play, song, and other works that

have a certain audience base and have the potential for redevelopment. IP has two significant characteristics; one is that it already has a certain audience base, and the other has the potential for redevelopment. Therefore, internet literature operation is the development of internet literature IP.

Following the way of online reading into the lives of people, internet literature has ended its barbaric growth and moved towards the stage of industrialization. Many Chinese internet platform companies have also established internet literature business units to compete in the internet literature industry. The development of the industrialization of internet literature has gradually formed a complete industrial chain. Internet literature has a huge influence on users. Through the development of internet literature, internet literature has gradually become deeply cross-integrated with industries such as film and television, animation, and audiobooks. Internet literature has become the core source of the cultural industry chain. Internet literature is at the upper reaches of the cultural industry chain. By authorizing downstream industries such as film and television, animation, and audiobooks, internet literature continues to provide content and materials to link all different forms of culture industries' links in the industry chain. As the source value and extension of internet+ literary innovation, internet literature has expanded more business models, formed a new multi-industry linkage cultural industry ecology, and created huge commercial value (C. Wang, 2015; Zeng, 2016).

As a representative of the internet+ cultural industry, internet literature has low-cost and diversified original content creation capabilities. It has a strong interaction with core fans on the internet literature platform, attracting the original core users. Users pay for reading the text chapters of internet literature; internet literature copyright owner achieves first-level profit. By selling the copyrights adaptations of IP operations, internet literature participates in other industries on the Internet+ cultural industry, such as the film and television industry, animation

industry, and game industry. To adapt internet literature into film and television, animation, and games, copyright owner achieves second-level profit. In addition, internet literature participates in the service industries and physical industries by authorizing IP copyright, such as internet literary content theme restaurants, internet literary content theme parks, internet literary content theme clothing, and internet literary content theme products. The way of internet literature operation starts with the influence of literary texts to attract user groups by authorizing and adapting to other forms of literary products to increase the user groups, step by step to expand the influence of internet literature, and finally to authorize the service industries and the physical industries to complete the internet literature IP development (iResearch, 2016).

For example, the successful case of the development of Chinese internet literature IP, judging from the successful operation mode of the internet literature IP “Dao Mu Bi Ji [The Lost Tomb],” the Chinese internet literature writer Nanpai Sanshu created the internet literary work “Dao Mu Bi Ji [The Lost Tomb],” which is a suspense thriller with the theme of tomb robbery. At the beginning of creating “Dao Mu Bi Ji [The Lost Tomb],” the author Nanpai Sanshu serialized it on the Chinese website Post Bar. After accumulating initial influence and readership, the author Nanpai Sanshu officially updated his creation on the internet literature website “Qi Dian Zhong Wen Wang [Starting point Chinese net]” in 2016. It is worth mentioning that “Qi Dian Zhong Wen Wang [Starting point Chinese net]” belongs to the Chinese internet literature company – “Yue Wen Ji Tuan [China Literature],” which was listed on the Hong Kong Stock Exchange in November 2017, stock code 0772.HK.

From 2007 to 2011, after creating a series of internet literature around the IP of “Dao Mu Bi Ji [The Lost Tomb],” the copyright owner made a profit through the online paid reading business model and made profit by selling paper books. The total sales of paper books exceed 12 million (X. Li, 2019). At the same time, a series of IP

operating modes around “Dao Mu Bi Ji [The Lost Tomb]” have also been launched. The IP development of “Dao Mu Bi Ji [The Lost Tomb]” includes books, movies, dramas, games, and other derivatives (comics, audio, offline theme parks). “Dao Mu Bi Ji [The Lost Tomb]” was listed on the “Top 10 internet Literature List” of China's IP Value List in 2016, and its IP value ranked second in the “Hurun Most Valuable Creative Works IP 2017.”

2.1.4 Situation of Chinese internet literature

The development of internet literature is inseparable from the literary works created by internet literature writers. With the continuous improvement of the internet literature operation model, internet literature writers have obtained income through internet literature creation. In the early days of the development of internet literature in China, almost all the works created by internet literature writers belonged to non-profit creations, and the works of internet literature writers could hardly bring themselves a profit. With the development of the internet literature market, Chinese internet literature companies have gradually explored suitable business operation models for the profitability of Chinese internet literature. That was through paying for reading internet literature paid charter that internet literature payment was started.

In order to encourage internet literature writers to create high-quality internet literature, the basic rights and interests of internet literature writers must be protected. According to the distribution ratio, the income obtained by internet literature companies from selling internet literature needs to be distributed to the internet literature writers. In addition to the income brought by paid-for-text reading, some high-value internet literature can also be adapted into other literary products through the authorization of high-quality internet literature IP, which can also get more considerable income to IP owners. However, internet literature companies are in

charge of the operation of internet literature, and internet literature authors are often passive recipients of the income distribution of internet literature IP.

The success of the business operation model of Chinese internet literature and the internet literature payment habits of Chinese internet literature consumers did not exist since the emergence of internet literature. Many Chinese internet literature entrepreneurs who love internet literature have explored the business model of internet literature payment through continuous exploration and practice. The success of the business model has also led to the rapid development of the internet and literature industry. In fact, not all kinds of internet literature business models can be successful. In September 2002, some internet platform companies began to charge fees, such as selling an e-book. These companies did not focus on developing original internet creative literature, attracting and cultivating excellent internet literature writers, or providing a good online reading platform environment for consumers, so their business model failed.

According to an interview with Yi Zhe (real name: Hou Qingchen), one of the founders of “Qi Dian Zhong Wen Wang [Starting point Chinese net]” in 2016, he talked about the construction of the professional internet literature writer system. In 2001, the Chinese writer Yi Zhe and his friends established the Chinese Magic Fantasy Union (CMFU) section through the Xilu Forum to publish internet literary works. In 2001, the Chinese writer Yi Zhe and his friends established the Chinese Magic Fantasy Union section through the Xilu Forum to publish online literary works. The second edition of CMFU was released in 2003. In addition to internet literary works release channels, some interactive attributes for users were added, such as a book review area, consumption points, and a recommendation ticket system. These changes brought good experience to readers. Then, in 2003, Yi Zhe and his friends purchased a server and established their own website, “Qi Dian Zhong Wen Wang [Starting point Chinese net].” Based on their experience as writers and entrepreneurial

spirit of exploration, the founders of “Qi Dian Zhong Wen Wang [Starting point Chinese net]” started a paid reading model. When the first batch of internet literature paid works were posted on the internet literature online platform, “Qi Dian Zhong Wen Wang [Starting point Chinese net]” gave the author all the subscription fees paid by readers in the first month, which developed the consciousness of internet literature payment reading for readers and the consciousness of internet literature payment writing for writers. In 2009, “Qi Dian Zhong Wen Wang [Starting point Chinese net]” developed a fan system as a part of its internet literature platform. Then users can vote for their favorite internet literature authors and give tip rewards to show their support. This kind of interaction encourages the author to improve the quality and competitiveness of internet literature works (Yi, 2016).

The success of exploring and improving the business model of “Qi Dian Zhong Wen Wang [Starting point Chinese net]” has made the internet literature payment possible. It shows the possibility of profitable corporate development for the Chinese internet literature industry. After that, the Chinese internet literature industry learned from “Qi Dian Zhong Wen Wang [Starting point Chinese net]” and developed rapidly.

Chinese internet literature with the background of internet of thinking. The nine characteristics of the internet of thinking are User Thinking, Big Data Thinking, Cross Boundary Thinking, Simple Thinking, Extreme Thinking, Iterative Thinking, Platform Thinking, Social Thinking, and Traffic Thinking. First of all, User Thinking requires companies’ business models to be user-oriented. Second, Big Data Thinking requires companies to use internet big data to analyze consumer preferences and share data with partners. Third, Cross Boundary Thinking requires companies to reconstruct the industrial boundaries of the original business model. Fourth, Simple Thinking emphasizes the simplification of the product development process and maximization of customer utility. Fifth, Extreme Thinking is to fully explore customer needs and

increase customer stickiness with the product. Sixth, Iterative Thinking requires innovation; new products continue to replace old products to meet the needs of consumers. Seventh, Platform Thinking requires companies to build their business ecosystem to use the internet. Eighth, Social Thinking mainly means that every internet customer will have an impact on the entire internet, which indirectly affects human society. Ninth, Traffic Thinking requires companies to pay attention to customer NetFlow (Chen & Zheng, 2016). In the process of exploring the development of business models, Chinese internet literature companies should make full use of the internet of thinking and make high-quality internet literature payment products, protect the legitimate rights and interests of internet literature writers, provide users with high-quality internet literature, and transmit the correct ideology and values to the society, such as loving life, protecting the environment, solidarity, and friendship, etc.

At the same time, in the global cultural industry, Chinese internet literature has come to the fore and has become a new business card for China in the global cultural market. In 2014, internet literature English language sited Wuxia world, and Gravity Tales were established in North America. They have accumulated over a million monthly active users and have hundreds of internet novels that have been translated or are currently being translated. Such as classic internet literature works “Pan Long [Coiling Dragon],” “Dou Luo Da Lu [Douro mainland],” “Man Huang Ji [Desolate Era],” etc., as well as serialized internet literature works “Tian Dao Tu Shu Guan [Library of Heaven's Path],” “Zhen Wu Shi Jie [True Martial World],” “Tai Gu Shen Wang [Prime God King],” etc. (Wu, 2021).

Nowadays, internet literature is valued and actively guided by the state. For example, the internet literature conference -- CHINAONLINE LITERATURE+ CONFERENCE. Internet literature is an integral part of the cultural innovation industry and a significant force to promote a cultural power. It is necessary to

strengthen the construction of internet literature content, promote civilized creation, and create civilized content. The high-quality original content of internet literature will attract readers and make readers willing to pay for the knowledge of internet literature.

China attaches great importance to the healthy development of internet literature. CHINAONLINE LITERATURE+ CONFERENCE is national internet literature, and cultural creation industry event led and organized by the state and the government. The goal is to build the conference into a critical internationally influential internet literature frontier thought exchange platform, policy information release platform, literary boutique display platform, and industry element trading platform. CHINAONLINE LITERATURE+ CONFERENCE encourages internet literature lovers to express contemporary youth's patriotic feelings and lofty ideals with a positive attitude, youthful perspective, and language, and to promote and spread positive social energy through the internet literature and derivative forms of internet literature to realize the lofty ideals.

The first CHINAONLINE LITERATURE+ CONFERENCE was held at Beijing Yichuang International Convention and Exhibition Center from August 11th to 13th, 2017, which was guided by The State Administration of Press, Publication, Radio, Film, and Television of the People's Republic of China and the people's Government of Beijing City. The CHINAONLINE LITERATURE+ CONFERENCE was Sponsored by the Publicity Department of the Beijing Municipal Committee, the internet Information Office in Beijing, and the Beijing Municipal Bureau of Press and Publication (Beijing Municipal Bureau of Copyright), and other units. The conference revolved around the theme of "positive internet energy and a new peak of literature."

The second CHINAONLINE LITERATURE+ CONFERENCE was held at Beijing Yichuang International Convention and Exhibition Center from September 14th to 16th, 2018, which was guided by The State Administration of Press,

Publication, Radio, Film, and Television of the People's Republic of China and the people's Government of Beijing City. The CHINAONLINE LITERATURE+ CONFERENCE was Sponsored by the Publicity Department of the Beijing Municipal Committee, the internet Information Office in Beijing, and the Beijing Municipal Bureau of Press and Publication (Beijing Municipal Bureau of Copyright), and other units. The conference focused on building "six major platforms and six major activities," namely, authoritative publishing platform, industry exchange platform, product trading platform, achievement display platform, interactive experience platform, publicity and promotion platform, and internet literature 20th-anniversary related theme solicitation activities, writer salon activities, Famous lecture hall activities, online theme activities, offline theme activities, brand promotion activities. At the same time, the conference will prepare two long-term projects: one is the establishment of an internet literature sample database and a digital content resource database; the other is to establish an internet literature development fund.

The third CHINAONLINE LITERATURE+ CONFERENCE was held at Beijing Yichuang International Convention and Exhibition Center from August 9th to August 11th, 2019, which was guided by The State Administration of Press, Publication, Radio, Film, and Television of the People's Republic of China and the people's Government of Beijing City. The CHINAONLINE LITERATURE+ CONFERENCE was Sponsored by the Publicity Department of the Beijing Municipal Committee, the internet Information Office in Beijing, the Beijing Municipal Bureau of Press and Publication, and other units.

The fourth CHINAONLINE LITERATURE+ CONFERENCE was held on September 4, 2020, at the Exhibition and Trading Center of the National Independent Innovation Demonstration Zone in Zhongguancun, Beijing, which was guided by The State Administration of Press, Publication, Radio, Film, and Television of the People's Republic of China and the people's Government of Beijing City. The

CHINAONLINE LITERATURE+ CONFERENCE was Sponsored by the Publicity Department of the Beijing Municipal Committee, the internet Information Office in Beijing, the Beijing Municipal Bureau of Press and Publication, and other units. The conference expects that the new era of internet literature will enhance the originality of socialist literature and art, the leadership of socialist core values, and the ability to integrate and develop. The National Press and Publication Administration of China issued the "Notice on Further Strengthening the Administration of internet Literature Publishing" to regulate the order of the internet literature industry and promote the prosperity and healthy development of internet literature. Key provinces and cities such as Beijing, Shanghai, Zhejiang, and Jiangsu have played a demonstration effect. According to local conditions, they have accelerated the orderly development of the internet literature industry. In addition, during the " COVID-19" period, internet literature companies released a large number of high-quality reading resources and epidemic prevention knowledge for free and actively responded to the industry association's launch of the "Fighting Against the COVID-19" initiative, many internet writers associations, internet writers and internet readers have spontaneously initiated fund-raising activities and donated a total of 214.7 million yuan (CONFERENCE, 2020).

2.2 Social capital

2.2.1 Definition of social capital

The world's research on social capital first appeared in the field of sociology, and then the theory has been widely used in economics, management, politics, and other fields. The research of social capital has a certain role in promoting national development. Therefore, scholars have defined social capital from different perspectives.

Pierre Bourdieu, a French sociologist, first mentioned the concept of "social capital" in his academic works. He thought that social capital exists in an interpersonal relationship in the form of the social network, and through the standardized network relationship, it can stably develop and obtain the social resources hidden in the network; social capital can provide trust endorsement for members to carry out social activities based on the common ownership and recognition among members. From the perspective of the accumulation process of social capital, the emergence of social capital comes from the standardized construction of private relations by social members and the inclusion of self and private special interests into the public and network general interests to seek long-term and reliable resources (Bourdieu, 1980, 1990). Bourdieu's research and summary of the two characteristics of social capital (the relationship between social resources and standardization) are generally recognized and developed by the successor scholars of social capital theory.

Bourdieu (1997) first gave an understanding of the social capital system from sociology. He thinks that social capital is a social resource (actual or potential) accumulated by a person, which can be possessed by other ways to obtain more favorable resources. The reason for this accumulation or possession is due to the institutionalized relationship and the grid formed by this relationship. Bourdieu's understanding of social capital focuses on "connection." Because of the mutual relationship, individuals or groups produce each other's social capital. His research also indicated that social capital is related to social relations that can help individuals obtain social capital and the quantity and quality of resources that individuals have in the relationship network. Therefore, his point of view: social capital is a cumulative social resource, which mainly depends on the quantity and quality of capital owned by the actors in the network relationship and on the scale and initiative of their relationship network.

James S. Coleman is the first scholar to systematically and comprehensively explain the social capital concept in theory. The social capital theory includes three aspects: the structure of social capital, the function of social capital, and the scope of social capital. He believed that social capital was composed of social elements, which provided resources for private or collective actions. This kind of convenience mainly exists in the social relationship network (Coleman, 1988). Coleman's social capital theory lays a foundation for the concept of social capital to enter the field of economics. Anyone has human capital, material capital, and social capital from birth. Among them, human capital is different due to genetic factors, material capital is different due to the different material environment of birth, and social capital is determined by the social environment. Social capital is the capital wealth that an individual can survive in a group, which is embodied in: obligations and expectations; Information networks; Norms and effective punishment; Authority relationships; Multi-functional social organizations, and purposeful social organizations (Coleman, 1994).

Burt (1992) is the first sociologist to extend the concept of social capital from the individual level to the enterprise level. He put forward the famous "structure hole theory," which emphasizes that there is a social relationship network inside or outside the enterprise, and every node in the social relationship network is a structural hole. Social capital makes use of the structural holes in the network to control and provide social resources for enterprises, strengthen the integration and mobility of enterprise resources, and meet the strategic development goals of enterprises. Burt also systematically defined and analyzed social capital in theory.

Putnam (1993) inherited and developed Bourdieu and Coleman's social capital theory and deepened and expanded in the field of public policy. He believed that compared with physical capital, social capital refers to the non-material basis used by social groups to improve the operational efficiency of organizations, which is

manifested in trust, norms, and networks. He also pointed out that among the three characteristics, trust is the most basic and essential one; it plays an important role in the leap of social capital from the individual level to the collective level. Putnam's main contributions include extending social capital from the personal level to social organizations, focusing on the internal relationship between social capital and social groups and focusing on the impact of the scale and quality of regional social capital on the operation efficiency of regional institutions. Putnam (1995) put social capital into the sociology category in the existing research, which was born in the relationship structure between individuals and their communities.

Nahapiet and Ghoshal (1998) believed that social capital is the total of potential resources or actual resources in the social relationship network formed by individuals or social units through in-depth analysis. Social capital includes three aspects, that is, three dimensions which are structural social capital, cognitive social capital, and relational social capital. Structural capital refers to the connection between individuals in social relations. Structural social capital is the basis of social capital formation, which includes three dimensions which are network connection, network structure and applicable organization; Cognitive social capital refers to the resources that can provide common understanding, common goals, and common values. This dimension includes two aspects: common language and common vision. This dimension can encourage members to have common goals and behaviors; Relational social capital refers to the relationship formed by long-term communication and repeated interaction between individuals and others. This dimension includes personal trust in others or the whole group, behavior norms existing in the group, obligations performed, and recognition of the group. Social capital helps people to improve the efficiency of action. A high degree of trust, cooperation, and norms among members, as well as the network relationship between

individuals and organizations in social networks, could reduce transaction costs and improve the performance of the entire virtual community.

Hazleton and Kennan (2000) mentioned that social capital could be divided into three aspects, that is, three dimensions. That could be namely structural dimension, relational dimension, and communicational dimension. The structural dimension includes the channel, access point, and acquisition opportunity. Channel reflects the degree to which an individual believes that he can establish a connection with other members in a relationship network; Access point reflects the degree of resources people need in the network connection; Acquisition opportunity reflects the extent to which an individual can obtain relevant information at an appropriate time. The relational dimension includes three dimensions: fulfilling obligations in a group, trust between people, and closeness between people. Through long-term and repeated communication and interaction between individuals, obligations are formed; Trust refers to the expectation that one's behavior or ideas are consistent with others; The relationship between people will change from shallow to depth with many times of communication and interaction, resulting in emotional identification and attachment, thus forming reciprocal rules and behaviors. Communicational capital is the basis of the formation of social capital, which affects the generation and acquisition of social capital.

Lin (2002) absorbed the concept of capital in political economy and expanded the concept of social capital in the field of economics and finance. He mentioned that social capital is resources embedded in the social structure that can be acquired or mobilized in targeted actions. Social capital theory refers to three aspects. The first aspect, social capital, is a valuable resource embedded in social relations. The second aspect is activating social networks and obtaining resources differently through instrumental actions. The third aspect, is how to cultivate social capital and maintain resources through expressive actions. Then he further put forward three perspectives

to measure social capital, which was height, heterogeneity, and universality. He also proposed the naming method and positioning method, which provided the possibility for the quantitative research of social capital. So, social capital theory from Lin is recognized by many scholars because of its close combination of theory and practice and easy operation.

Fukuyama (2001) explained social capital from the perspective of social culture and extended the concept of social capital to the macro mechanism or power based on trust and covering religion, tradition, history, and habits. He thought that a country or a specific cultural tradition of society determines the trust relationship among members, breeds different social capital, stimulates the differentiated motive force of social development, and thus determines the characteristics of various organizations and the general economic development bureau of the state or society. What was more, he also further explored the critical role of social capital in democratic politics.

Zhao (2003) believed that although social capital is intangible capital and its form of existence was different from other capital forms. It occupies an essential position in the social relationship network system. With the development of the internet, people connect more closely through the network, which makes the research of social network transfer from the traditional onsite physical environment to the online virtual network environment, and the theory of social capital has been further developed. Although a virtual social community is a virtual social network in the network environment, social capital also exists in the process of human communication and interaction.

Chiu, Hsu, & Wang (2006) integrated social cognitive theory and social capital theory to study knowledge-sharing behavior among members in virtual communities. Social interaction is regarded as a variable to measure structural capital; Trust, reciprocity, and identity are the variables to measure relational capital;

Cognitive capital is measured by common language and values. The empirical study showed that social interaction, reciprocity, and identity have positive effects on the quantity of knowledge sharing among members, but they do not affect the quality of knowledge sharing; Trust, common language, and common values have a positive correlation with the quality of knowledge sharing, but trust and common language have no relationship with the quantity of knowledge sharing, while common values have a significant negative correlation with the quantity of knowledge sharing.

Brown, Broderick, & Lee (2007) also studied consumer evaluation and purchased decision-making from the perspective of online word-of-mouth based on social capital theory. The study found that if members have common points, such as common interests, common experiences and backgrounds, they will affect consumers' perception of the value of online word-of-mouth information.

Fan and Sun (2007) pointed out in the research on the evaluation index system of virtual communities that the emergence of virtual communities not only provides convenience for people's daily life but also makes the relationship between members of the virtual community closer. And members can enter a wider range of knowledge areas. Thus, social capital was formed. Social capital could enhance the closeness and cooperation of real or virtual society members. Therefore, social capital is regarded as a core indicator to measure the performance of social members.

According to social capital theory, Zhou and Lu (2008) studied the influencing factors of user participation behavior and information release and acquisition in the mobile community. In the study, the author conducted a questionnaire survey on 250 mobile community users. The results show that trust, identity and shared vision have a very important influence on participators' participation behavior, especially the impact of trust on participators' motivation to obtain information and identity on participators' motivation to publish information.

Yin and Liu (2012) summarized three explanations of social capital from different theoretical perspectives. They are social resources, the ability to obtain resources, resource elements. The theory of social capital takes social relations as the carrier and obtains resources through its own social relations network. People can get some income by joining social relations, and then regard it as a kind of "capital".

Wu, Liu, & Huo (2013) focused on social capital influence on knowledge sharing behavior in the virtual community environment. They constructed the influencing factor model of the degree and effect of knowledge sharing based on social capital theory. By investigating 400 virtual community network users, they verified the influence relationship between the structural dimension, cognitive dimension, relational dimension of social capital and the degree of knowledge sharing.

Zhou and Tan (2017) believed that social capital is the sum of real and potential resources contained in social relationship network and shared by network members. Social capital is analyzed in three dimensions: structure dimension, relationship dimension and cognition dimension. Social capital of structural dimension represents social interaction connection, and describes all modes of interpersonal interaction. Relationship dimension social capital is characterized by identity, trust and reciprocity, and describes the resources created and expanded by the relationship network formed in interaction. Cognitive dimension social capital is expressed as common language and common vision, which describes the resources formed by members based on common expression and interpretation. The research shows that social capital has a significant impact on users' payment intention.

S. Li (2019) mentioned that social capital was formed by social subjects in social and economic activities. It is manifested as the value formed by the interrelated State and characteristics of social trust, social network, and social norms, which can affect the output and value creation of economic elements. Social capital is a kind of

invisible relationship to regulate people's behavior. By influencing the behavior relationship of the social subject or material capital, we can give full play to the role of social subject and material capital and produce more material products.

Ren and Ren (2020) believed that social capital was a social network composed of citizens' participation, which was the carrier of social capital formation. Social capital was a set of values, norms, or other beliefs and informal rules shared by the social network members. This set of informal rules derived from the social network had certain products, which was conducive to the achievement of individual action goals and collective cooperation so as to achieve individual or collective benefits. Trust was the core factor of social capital. Reciprocal norms and citizen participation could stimulate trust. The more popular the reciprocal norms were, the more intensive the participation network was, and the higher the cost of opportunistic behavior was, the more conducive to the achievement of collective action. Therefore, the social capital theory could be used to study how to build an effective social network so as to make use of the informal rules such as trust and norms within the social network to encourage the public to actively participate in cooperation and sharing and trust was the core factor to promote the public to participate in cooperation and sharing.

Jiang and Hu (2021) summarized online social capital as a new type of social capital, that was different from traditional onsite social capital. It is a resource composed of interpersonal network and can bring certain resources and benefits to the main body of social network. As the widely use of internet, the way of people's communication has changed, and the form of social capital also has been changed. The rapidly development of social media makes social capital endowed with new forms and connotations, thus giving birth to a new form of online social capital. Online social capital is a kind of social capital formed in social network space, which is the supplement and expansion of traditional social capital. Specifically, online

social capital is the virtual community resources that netizens obtain by establishing relationships with other netizens through virtual communities. Online social capital is virtual in network community, but it can be transformed into real capital.

2.2.2 Dimensions of social capital

Nahapiet and Ghoshal (1998) believed that social capital is the total of potential resources or actual resources in the social relationship network formed by social members or individuals' social units. They divided social capital into three aspects, that was three dimensions. The three dimensions included structural social capital, cognitive social capital, and relational social capital. So, according to previous studies, this study also divides social capital into three aspects that is three dimensions. The three dimensions include structural social capital, cognitive social capital and relational social capital.

2.2.2.1 Structural social capital

Structural Social Capital refers to the connection between individuals in social relations. Structural Social capital is the basis of the formation of social capital. This dimension includes network connection, network structure, and applicable Organization (Nahapiet & Ghoshal, 1998). The structural social capital dimension includes three factors: channel, access point, and access timing. Channel refers to the degree of individuals belief, that they could connect with other members in a network. Access point reflects the degree of people's access to the required resources in the network connection. Access timing reflects the extent to which an individual can obtain relevant information at an appropriate time (Hazleton & Kennan, 2000).

Wang et al. (2013) believed that microblog users with more fans have more structural social capital. The higher the number of reading and likings, the easier getting more attention from other social members for a user. Bi (2015) believed

that the structural social capital dimension is the social capital brought by the fan relationship and attention relationship among users. Zhang and Zhang (2015) took the number of fans and the number of followers as the indicators to measure the structural social capital of microblog users, then mentioned that the number of fans could reflect their node position in the social network, and users with more fans also had more times to be asked questions.

Attention will bring rich social capital. Internet literature mode relies on the internet. Internet literature environment has the characteristics of the social network. Users can obtain the interested internet literature content by paying to read internet literature works. Meanwhile, internet literature consumption is carried out by the fans, thus forming a social network connection relationship, and determining the node position and influence of fans in the network according to the number of connections. Frequent interaction makes the relationship among members closer, thus increasing members' sense of positive attitude and belonging to be a member of the social circle. Through frequent interaction with content producers, internet literature payment users are built trust in content producers' ability in their professional fields. In addition, the emotional connection formed in the interaction can promote the user's behavior. The closer the connection, the higher the degree of user participation.

2.2.2.2 Cognitive social capital

Cognitive Social Capital relates to the resources that can provide common understanding, common goals and common values. Cognitive social capital dimension includes two aspects: common language and common vision, so cognitive social capital can encourage members to have common goals and behaviors (Nahapiet & Ghoshal, 1998). Common language refers to the use of jargon and abbreviations between content producers and content audiences to improve communication efficiency, so Chiu et al. (2006) believed that common language could bring convenience for social network members to reach consensus goals and promote

information exchange among members. Common language is the premise of in-depth communication among members of the online community. Lu and Yang (2011) found that the seller's use of jargon could make the buyer believe that they would not be cheated easier.

Zhou and Tan (2017) believed that the cognitive social capital dimension, common vision, was the goal of community members to pursue and was a powerful measure to condense all members. Users paid attention to the same discipline in the same knowledge-paid platform, meaning they had the same interest or personal improvement needs. That was, users wanted to increase their capabilities by paying for knowledge getting. The users are based on common values to form trust. The common value among users can establish a harmonious social relationship among users, thus promoting users' identity on social networks.

In a word, cognitive social capital reflects the individual cognition of the group, which has the ability to integrate resources. The common cognition among members can promote the understanding of collective goals and behaviors of members in social networks and actively attitude approach to other members, thus creating trust and dependence on the whole group. The cognitive Social Capital dimension is a shared network formed in common social relations, which reflects people's thoughts and feelings, so it is more subjective.

2.2.2.3 Relational social capital

Nahapiet and Ghoshal (1998) mentioned that relational social capital reflected the relationship formed by long-term communication and repeated interaction between individuals and others. The relational social capital dimension included personal trust in others or the whole group, behavioral norms existing in the groups, and obligations performed and recognized by the group. Trust was considered to be one of the core elements of relational social capital; trust was expressed as the user's belief in the ability and integrity of knowledge providers based on the network

platform (Mayer et al., 1995). Connolly and Bannister (2007) believed that the perceived trust of the consumer was built in online shopping was affected by the straightness of sellers. Reciprocity is based on trust and reflects the behavior of virtual community members due to mutual interests (Hung & Li, 2007). Reciprocity means that knowledge exchange was mutual, and both sides of the exchange felt fair (Wiertz & de Ruyter, 2007). Internet literature payment is a kind of reciprocity behavior based on trust, knowledge consumers get the knowledge resources they need by payment, and knowledge providers get rewards by production.

According to Hazleton and Kennan (2000), relational social capital includes fulfilling obligations in a group, trust between people, and the closeness of the human relationship. Through long-term and repeated communication and interaction among individuals, obligations were formed. Trust refers to the expectation that one's actions, ideas, or ideas are consistent with others. The relationship between people will change from shallow to depth with many times of communication and interaction, resulting in emotional identification and attachment, that is trust. Trust makes users to believe that content providers have professional knowledge, experience and skills, and the knowledge productions will meet their needs. It is positive emotion for the community. Therefore, the trust could guide customers to be willing to pay for knowledge.

2.3 Planned behavior

2.3.1 Evolution of planned behavior

2.3.1.1 Theory of multi attribute attitude

Before the 1970s, most scholars' research on behavior prediction was mainly from the perspective of attitude. They believed that a person's behavior could be predicted directly according to his attitude towards something. However, with the

deepening of the research, scholars began to study behavior intention prediction behavior (Yang, 2015). Fishbein (1963) proposed the Theory of Multi Attribute Attitude (TMA), which is also the earliest theory on the relationship between behavioral attitude and behavioral intention. The theory holds that behavioral intention determines consumer behavior, and behavioral intention is directly determined by behavioral attitude. Behavior attitude influences behavior through behavior intention (Figure 2.1).

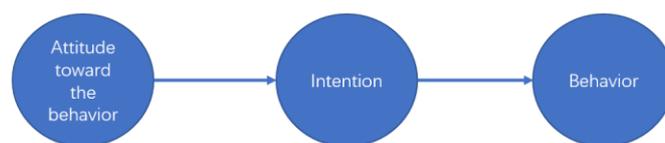


Figure 2.1 Theory of multi attribute attitude

2.3.1.2 Theory of reasoned action

Ajzen agrees with the theory of multi attribute attitude in the prediction of behavior intention, and on this basis, together with Fishbein, brings subjective norms into the pre influencing factors of behavior intention and then puts forward the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975). Thus, according to the theory of reasoned action, the intention will be the influence factor to behavior (Figure 2.2).

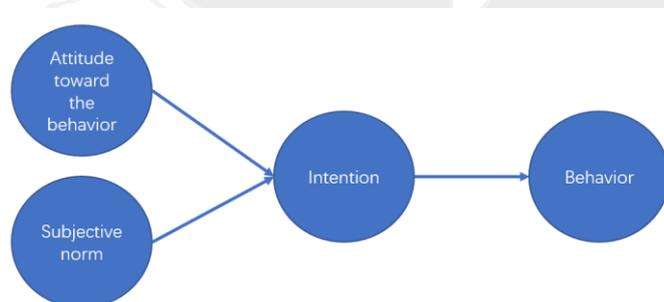


Figure 2.2 Theory of reasoned action

The premise of the theory of reasoned behavior is that human beings are reasoned, and their behavior will be controlled by will. Moreover, the generation

of human behavior is phased, mainly divided into two stages. The first stage is the process of behavioral intention. Fishbein and Ajzen (1975) believed that behavior attitude and subjective norms are essential predictors of behavior intention, which can positively affect the generation of behavioral intention. Among them, behavior attitude refers to the positive or negative attitude of a behavior subject. Subjective norm refers to the pressure from others, groups, and society in the process of behavior. When the actor has a positive attitude towards behavior and feels the pressure from others or social groups, the behavior intention of the actor is higher; that is, the behavior attitude and subjective norms of the actor will significantly affect the behavior intention of the actor, and the effect is positive. The second stage is the transformation from the behavioral will to behavior.

Most scholars have shown that consumer behavior intention positively impacts consumer behavior (Ajzen, 2002b; Deng, 2012). In addition, after the emergence of the theory of rational behavior, some scholars also applied and expanded the theory of rational behavior. Shimp and Kavas (1984) applied the theory of rational behavior to study consumers' use of traditional coupons. The results show that consumers' attitudes and subjective norms towards using traditional coupons explain their intention to use traditional coupons to a large extent. Boulstridge and Carrigan (2000) put behavior orientation and past behavior into the antecedents of behavioral intention. As a result, behavior attitude and subjective norms still positively impact behavior intention.

2.3.1.3 Theory of planned behavior

The theory of planned behavior (TPB) is based on the theory of reasoned action. In the view of planned behavior, perceived behavior control is included in the antecedents of behavior intention. On this basis, beliefs are regarded as the antecedents of behavior attitude, subjective norms, and perceptual behavior control (Ajzen, 1985).

Theory of planned behavior points out that the generation of behavior can be divided into three stages. Initially, the actor will have beliefs, and from different angles, the different beliefs of the actor will be transformed into different variables. In TPB theory, the belief of the actor corresponds to the antecedents of the actor's behavior intention, which are behavior, norm, and control belief. Secondly, the variables corresponding to belief can affect consumers' behavioral intention. Most studies have shown that the antecedents of behavioral intention have a positive effect on behavioral intention. Just like rational behavior, when the behavior attitude is more positive and the pressure from other people or social groups is greater, the behavior intention of the behavior subject is higher, that is, the behavior attitude and subjective norms will positively affect the behavior intention of the behavior subject. The main reason for bringing perceptual behavior control into the pre influencing factors of behavior intention is that although people are rational, it does not mean that enough rationality can make correct behavior when people conduct a certain behavior. Human behavior is also affected by some non-motivation factors, which are mainly reflected in self-efficacy and perceived barriers. The sense of self-efficacy refers to the final effect of the behavior that one perceives. Perception obstacle refers to the degree of difficulty of self-perceived behavior. With the addition of perceptual behavior control, it is found that the theory of planned behavior can better explain the change of behavior intention than the theory of rational behavior (Madden et al., 1992; Zhang et al., 2011). Finally, the behavior of the subject is determined by the behavior intention. This is consistent with the research results of rational behavior theory (Figure 2.3).

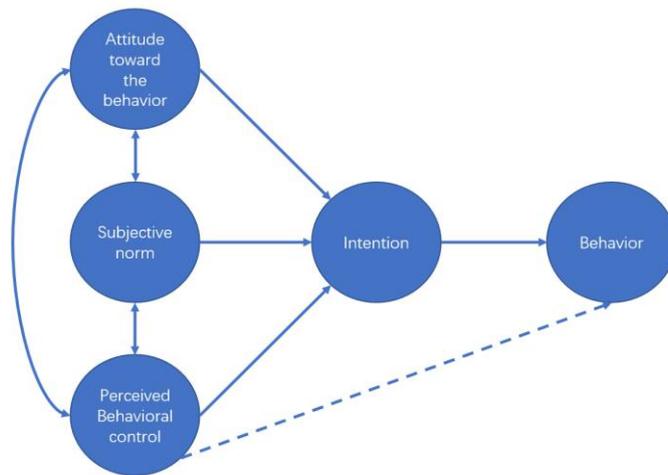


Figure 2.3 Theory of planned behavior

2.3.1.4 Outcomes of the theory of planned behavior

After the Theory of Planned Behavior was put forward, many scholars continue to apply and improve it. Through the application and improvement of many scholars, the theory of planned behavior has been applied to various fields, such as psychology, marketing, management and communication (Zhang & Zheng, 2012). The theory of planned behavior has become a relatively mature theory. Among them, the theory of planned behavior is the most widely used in the study of behavioral intention. Fortin (2000) used the theory of planned behavior to study consumers' intention to use e-coupons. Bansal and Taylor (2002) used the theory of planned behavior to study the intention of consumers to switch service providers. George (2004) studied consumers' online shopping intention from the perspective of planned behavior theory. Liu (2008) took Chinese consumers' green consumption behavior as the research object, took the theory of planned behavior as the research method, and constructed the theoretical model of planned behavior of green consumption behavior through theoretical research. Besides, the antecedents of willingness are divided into personal relative interests, relative social interests, and social complexity. Subjective norms are divided into internal norms and external

norms. Perceived behavior control is divided into self-efficacy and convenience. He (2010) studied the green consumption behavior of urban residents based on the theory of planned behavior. Wu and Chen (2011) applied the theory of planned behavior to explore the formation mechanism of socially responsible consumption behavior; they put personal moral consciousness and social identity into the research variables that affected consumers' behavior intention and took knowledge and information as the moderating variables of consumers' social responsibility intention and behavior. Based on the theory of planned behavior, Deng (2012) studied the ethical purchase intention of consumers in the Chinese context and subdivided subjective norms and perceived behavior control through empirical research; he believes that subjective norm includes group norm and dependent motivation, and perceptual behavior control includes control belief and convenience perception. Moreover, the proposed model also tests the relationship between each variable and behavior attitude, and most of the hypotheses have been verified.

It is worth mentioning that in 2014, scholars Sniehota, Preseau, and Araújo-Soares (2014) published a paper, *Time to Retire the Theory of Planned Behavior*. By synthesizing the existing empirical and theoretical literature, they believe that TPB, as a theory based on four main variables, can effectively explain all the existing will behavior. Still, it cannot effectively describe the influence of unconscious influencing factors on the will behavior, which is only applicable to rational reasoning. Therefore, the TPB model is too simple, and the applicability and interpretation of this theory are controversial. Subsequently, Ajzen (2015) published the theory that planned behavior is alive and well and not ready to retire: a comment on Sniehota, Preseau & Araújo-Soares responds to the query of TPB theory. Ajzen (2015) mentioned the influence of unconscious factors on behavioral intention. That is to say, taking actions can lead to unexpected positive or negative results and favorable or unfavorable reactions. At the same time, it can also reveal unexpected difficulties

and promoting factors. Therefore, TPB can change behavior attitude, norms, and control beliefs, thus affecting future behavior intention and behavior.

2.3.2 Payment attitude

Fishbein and Raven (1962) mentioned that attitudes could be regarded as the contrary belief concept “good” or “bad” and described as mediating evaluative responses. In a word, attitude is the evaluative dimension of a concept. Fishbein (1963) mentioned that the attitude of an individual toward an object is a function of the individual’s beliefs about the objective and the evaluative aspect of those beliefs. What is more, for example, the probability that the object is associated with other objects, concepts, values, or goals. According to Ajzen (1991), attitude toward the behavior and refers to the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question. Ajzen (2002a) believed that individuals’ prominent beliefs about behavioral outcomes would be the key factor influencing the formation of attitudes.

X. Wang (2015) thought that behavior attitude referred to people's general and stable tendency or position toward a particular behavior, that was, people's positive or negative feelings about a specific behavior. Attitudes are people’s positive or negative feelings about engaging in a specific target behavior, which is determined by the individual’s central beliefs about the behavior results and the estimation of the importance of such results (Song et al., 2016; Zhang & You, 2014).

He (2018) thought that Attitude refers to an individual's persistent evaluation, feelings, and tendencies towards specific individuals or concepts, that is, the individual's feelings of liking or disliking the behavior of accomplishing a goal. People hold attitudes towards almost everything. Attitudes are not innate but gradually formed through contact, observation, and understanding. Once the attitude is formed, it is relatively durable and stable. According to Han et al. (2021) that,

attitude is the individual's evaluation of specific behavior and the overall motivation of the individual to perform the behavior. The core of the attitude is the belief in the possible consequences of engaging in the behavior.

In a word, Consumers' attitudes toward internet literature payment can be regarded as consumers' belief that internet literature payment is good or bad.

2.3.3 Payment subjective norms

Ajzen (1985) mentioned that subjective norms refer to the pressure that people perceive whether or not a particular behavior should be performed, that is, the degree of difficulty or difficulty perceived by the perpetrator to engage in certain behavior. According to Ajzen (1991), subjective norms are perceived social pressure to perform or not to perform the behavior.

Subjective norms reflect the influence of groups on individual behavioral decisions. The formation of subjective norms is related to psychological factors such as imitation, suggestion, conformity, and obedience. Under the influence of subjective norms, people consciously or unconsciously use certain group norms or the opinions of the majority as the criterion to form or change their behavioral intention (Ding, 2013). Subjective norms reflect the pressure and sense of being controlled by social influences on individuals (Zhang & You, 2014). Subjective norms refer to the external pressure that people experience to engage in a specific behavior, that is, the degree of difficulty that the actor perceives to engage in a particular behavior (Song et al., 2016).

Subjective norms refer to people's cognition of whether or not to perform a certain behavior; that is, people's behavioral norms are formed by feeling the behavior standards, expectations, norms of the external environment, and the behavior motives that people want to comply with these expectations (He, 2018). According to Han et

al. (2021), subjective norms are the social pressure an individual feels when deciding whether to engage in a specific behavior.

In a word, Consumers' subject norms toward internet literature payment can be regarded as consumers feeling the pressure to pay for internet literature, that is, whether consumers should or should not pay for internet literature.

2.3.4 Payment perceived behavior control

According to Ajzen (1991), perceived behavioral control refers to the perceived ease or difficulty of performing behaviors. It is considered to reflect past experience and anticipated impediments and obstacles. Perceived behavioral control refers to people's perception of the ease or difficulty of performing the behavior of interest. Perceived behavioral control can, and usually does, vary across situations and actions. Thus, a person may believe that, in general, her outcomes are determined by her behavior (internal locus of control). Yet, at the same time, she may also believe that her chances of becoming a commercial airplane pilot are very slim (low perceived behavioral control).

Perceived behavioral control is the subjective sense of control of an individual's specific behavior and the subjective cognition and evaluation of the individual's ability to participate in a specific behavior (Zhang & You, 2014). Perceived behavior control, as an essential part of the theory of planned behavior, refers to people's perception of how difficult it is for them to implement a specific behavior (He, 2018). As far as consumers are concerned, perceived behavioral control refers to consumers' subjective beliefs about the difficulty of making a specific consumption behavior by themselves. For users of internet literature, the most intuitive aspect of perceptual behavior control refers to whether internet literature users have Enough money and energy to consume. Perceived behavior control refers

to how difficult it is for an individual to think they can control and perform a specific behavior (Han et al., 2021; X. Wang, 2015).

In a word, Consumers' perceived behavioral control toward internet literature payment can be regarded as consumers' perception of the difficulty of paying for internet literature; that is, consumers think that it is easy or difficult for them to pay for internet literature.

2.3.5 Payment intention

Intention refers to the motivational factors that affect an individual's behavior. It reflects the degree to which an individual is willing to try a certain behavior and make efforts for it. It is the direct cause of the behavior and the key indicator for predicting the behavior (Han et al., 2021). Willingness to act refers to an individual's subjective probability to determine the implementation of a certain act, which reflects the individual's will for a specific action. Behavioral intention describes the degree of willingness that an individual shows. If an individual's behavioral intention is stronger in a particular behavior in a certain environment, the individual is more likely actually to perform the behavior. Behavioral intention is an essential variable of consumer behavior, which refers to the degree of consumers trying to achieve a specific behavior or the degree of efforts consumers are willing to put in to do a certain behavior (Elliott et al., 2007; Kang et al., 2006). Fishbein and Ajzen (1975) defined behavioral intention as the tendency of a subject to carry out an activity, which is the pre influencing factor of behavior and corresponds to the definition of behavior. So, behavior intention is the motivation and tendency of the behavior subject before making a specific behavior.

In a word, Consumers' Intention toward internet literature payment can be regarded as the extent to which consumers are willing to pay for internet literature.

2.3.6 Payment behavior

According to the data of "China Sharing Economy Development Report 2017" released by the information research department of the China National Information Center, in 2016, China's knowledge market transaction volume was about 61 billion yuan, a year-on-year increase of 205%, and the number of users was about 300 million.

According to Mao (2018), knowledge payment can be divided into four modes in the internet era. The first mode of knowledge payment is to pay for text. Specifically, if readers want to continue reading after reading part of the text, they need to pay to read all the content, so readers pay for reading Chinese internet literature in term of form is a kind of knowledge payment. The second mode of knowledge payment is to pay for audio. For example, if users want to continue listening after listening to some free audio broadcast, they need to pay to listen to the whole content of the audio broadcast. The third mode of knowledge payment is to pay for the video. For example, if users want to continue to watch after watching some video content for free, they need to pay for all subsequent video content. The fourth mode of knowledge payment is to pay for the live broadcast. In the internet era, knowledge payment is not only to sell knowledge itself but also to turn knowledge into products or services. So, Chinese internet literature companies turn content knowledge into literature product to sell to readers, so that readers have to pay for reading the internet literature they like.

Zhao and Cheng (2019) pointed out that the digital communication technology represented by the internet has dramatically aroused the enthusiasm of individuals to share tacit knowledge by giving each individual the tools to make sounds freely. At the same time, through the massive information exchange on the internet, individuals can find individuals or groups who are willing to accept and learn knowledge and can use the feedback to improve their knowledge structure and obtain considerable

rewards constantly. Digital communication technology makes the decentralized tacit knowledge find the export of sharing and forms a business closed loop of knowledge production, sharing, acceptance, feedback, and reproduction. What is more, the early phenomenon of online payment is that users directly subscribe to and purchase music, movies, and literature with intellectual property rights.

In 2016, the survey data of penguin Intelligence (2016) showed that: the knowledge that can improve work efficiency or income, the knowledge related to career or academic development, the methods and skills that can enhance the quality of life, and the knowledge related to hobbies are the types of knowledge consumers are willing to pay for. Chinese internet literature is knowledge usually related to hobbies, sometimes related to career development even academic development through the valued content offered by Chinese internet literature.

According to Xing and Zhou (2019), knowledge related payment behavior refers to a form of business that make use of the internet and virtual platforms to transform knowledge into products or services to meet users' needs for acquiring knowledge and thus gain profits. Chinese internet literature relies on intangible knowledge and creativity, which belongs to asset light operation mode. However, Chinese internet literature payment behavior is still in the stage of phenomenon induction and theoretical construction.

C. Z. Wang (2017) believed that knowledge payment means that content creators integrate books, theoretical knowledge, information, and other knowledge with their knowledge accumulation, systematize and structure them, transform them into standardized payment products, and transfer them to users with the help of the payment mechanism and business model built by the knowledge payment platform. In order to meet the needs of users' cognitive improvement, class belonging, rich talks, and other innovative industrial forms. Chinese internet literature payment is writers

create literature payment products with the help of internet literature payment mechanism and business model built by the internet literature online platforms.

According to Li et al. (2018), knowledge payment refers to individuals with cognitive surplus who are willing to pay a lot of energy and physical strength to produce knowledge and sell it to users in need through network platforms or mobile applications. The types of knowledge payment products are becoming more and more diversified, including Chinese internet literature, such as online novels. And Pang (2018) believed that from the perspective of content producers, all producers who are willing to share their cognitive surplus could realize commercial realization by producing content on the platform. Different from the industry pain points of rampant piracy and leakage of original works in the past, people are willing to pay for valuable content, and their awareness of copyright is gradually enhanced, which further intensifies the efforts of content producers to share the cognitive surplus. At the same time, network platform enterprises continue to enter the field of knowledge payment and continue to introduce high-quality content producers to seek a breakthrough with a deep professional content layout.

According to iiMedia-Research (2020) Analysis Report on The Operation and Development of China's Knowledge Payment Industry and User Behavior in 2020, the scale of China's knowledge payment industry reached 1590 million yuan in 2015, 4190 million yuan in 2017, 14830 million yuan in 2018, 27800 million yuan in 2019 and 39200 million yuan in 2020, The scale of China's knowledge payment industry are expected to reach 67500 million yuan in 2021. Figure 2.4 shows the development of China's knowledge payment industry from 2015 to 2021. See figure 2.4.

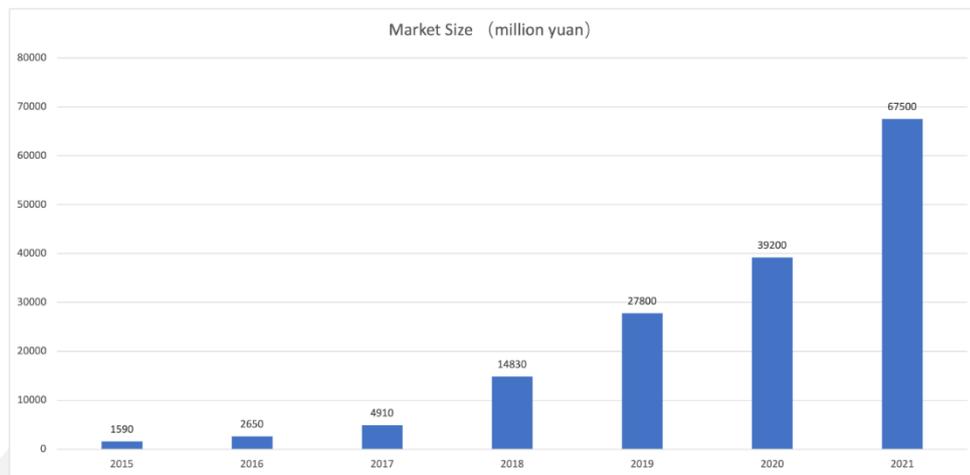


Figure 2.4 2015-2021 Chinese knowledge payment industry market size

According to Ye (2020), the concept of knowledge payment is different in the broad and narrow sense. In a general sense, knowledge payment includes all the economic forms of knowledge products and services to meet people's knowledge needs before the emergence of the mobile internet. In a narrow sense, it refers to all kinds of innovative knowledge product service forms based on the internet and the digital transformation forms of knowledge service in traditional publishing, education, media, consulting, and other industries due to upgrading users' knowledge and cultural knowledge needs. What is more, knowledge payment includes six aspects. First, the knowledge payment industry is mainly composed of producers, platforms, users, third parties and technology tool providers, among which producers, platforms and users are the most critical participants; Second, the forms of knowledge payment include community type, store type, individual type and media type; Third, there are Professional Generated Content, Occupationally Generated Content and User Generated Content; Fourth, the knowledge payment platform model includes platform type, self-operated type, business super type and market type; Fifth, the realization mode of knowledge payment includes content payment, member subscription, advertisement realization, platform sharing and offline service; Sixth, the modes of knowledge payment communication include producer influencer communication, user

spontaneous communication and professional organization communication; Seventh, the traditional publishing industry, media and education industry can use knowledge payment to realize transformation and content value return, and form a new business model. So in a broad sense, Chinese internet literature payment behavior is readers' pay for Chinese internet literature content knowledge.

2.4 Hypothesis Development

2.4.1 Social capital and attitude

Social capital exists in the interpersonal relationship in the form of the social network. Through the standardized network relationship, it can stably develop and obtain the social resources hidden in the networks (Bourdieu, 1980, 1990). Attitude refers to the positive or negative point toward objectives. Structural social capital refers to the connection between individuals in social relations. Higher structural social capital means people believe that he or she can connect with other members in a network and access the required resources in the network connection (Hazleton & Kennan, 2000). People with higher cognitive, and social capital believe the resources provided by the platform are valued in their common understanding (Zhou & Tan, 2017). Relational social capital refers to trust, reciprocity, and identity. The higher the relational social capital, the positive attitude of people in the virtual social life (Hung & Li, 2007). Therefore, this paper makes the following hypothesis:

Hypothesis 1a: Structural social capital is positively related to the attitude of Chinese internet literature payment.

Hypothesis 1b: Cognitive social capital is positively related to the attitude of Chinese internet literature payment.

Hypothesis 1c: Relational social capital is positively related to the attitude of Chinese internet literature payment.

2.4.2 Social capital and subjective norms

Social capital is composed of social elements, which provide resources for private or collective actions; this kind of convenience mainly exists in the social relationship network. Within the collective, imperative norms are extremely important social capital. Imperative norms require people to give up self-interest and act in accordance with collective interests. Imperative norms are always supported by society and strengthened into objective norms, restricting or encouraging people's behavior (Coleman, 1988). In other cases, the norms are mainly realized by external support, that is, rewarding those who comply with the norms and punishing those who violate the rules, thus restricting certain actions of members. When people realize that corresponding social capital is needed to solve common problems, they will assign authority to an agent under certain conditions. internet literature companies provide internet literature platforms served as a social capital agent in a virtual community to internet literature participants. Subjective norms refer to perceived social pressure to perform or not to perform the behavior of participants. Therefore, this paper makes the following hypothesis:

Hypothesis 2a: Structural social capital is positively related to subjective norms of Chinese internet literature payment.

Hypothesis 2b: Cognitive social capital is positively related to subjective norms of Chinese internet literature payment.

Hypothesis 2c: Relational social capital is positively related to subjective norms of Chinese internet literature payment.

2.4.3 Social capital and perceived behavior control

Social capital is productive, and whether or not possessing social capital determines whether an actor can achieve a specific instrumental action. Social capital can facilitate certain actions(Coleman, 1988). Social capital includes the

characteristics of the social system and the entire relationship network, and interactive relationships are one of the manifestations of social capital. An interactive relationship is an important factor that affects collective behavior in social relationships; that is, the closer the connection between members in the relationship network, the easier it is for collective behavior to occur (Ma, 2019). Social capital is a characteristic of social organizations, such as trust, norms, and networks. Social capital can improve social efficiency by promoting coordination and action (Putnam, 1993). According to Liu et al. (2014), Establishing a common language in the virtual community represents the overlap of knowledge among community members. A common language can effectively reduce the time and effort required by knowledge contributors to answer other people's questions, contribute personal creative ideas, and reduce the cost of knowledge compilation. When the contributor knows the degree of understanding of the knowledge recipient and believes that the recipient can understand the knowledge he contributes, his motivation to participate in knowledge contribution is enhanced. Perceived behavior control refers to the ease or difficulty of performing the behavior of interest. In the context of the power of internet literature and the protection of intellectual property rights, consumers paying for the knowledge of internet literature will be affected by the external environment, that is, the strength and difficulty of connections between network members. Therefore, this paper makes the following hypothesis:

Hypothesis 3a: Structural social capital is positively related to perceived behavior control of Chinese internet literature payment.

Hypothesis 3b: Cognitive social capital is positively related to perceived behavior control of Chinese internet literature payment.

Hypothesis 3c: Relational social capital is positively related to perceived behavior control of Chinese internet literature payment.

2.4.4 Social capital and behavior intention

According to Zhou and Tan (2017) that social capital is the sum of real and potential resources contained in social relationship network and shared by network members. Social capital has a significant impact on users' payment intention. In a specific network, informal social interaction between users provides opportunities for knowledge exchange and makes users more willing to participate in knowledge creation activities (Tsai & Ghoshal, 1998). Structured social capital based on social interaction has a significant positive impact on users' purchase intention (Sun et al., 2016). A common language can promote users' understanding of community goals and attract different knowledge groups to pay for knowledge (Lesser & Storck, 2001). When network members have a common vision, it is easier for them to reach a consensus on the way they interact with each other. They are more likely to establish friendly relationships and are willing to exchange personal resources (Prusak & Cohen, 2001). Trust is the basis of inter-group relationship embeddedness. The higher the degree of trust, the more willing individuals are to participate in group interaction and exchange, and the more willing they are to share knowledge (Garbarino & Johnson, 1999; Lewicki et al., 1998). A high degree of organizational identity can not only improve the individual's perception of knowledge exchange opportunities but also promote the frequency of real cooperation (Fan & Zha, 2013). If users think that they can support their favorite high-quality IP through support payment, they are more willing to pay for their favorite works so as to help creators and developers to invest in high-quality IP and produce high-quality content to meet their needs (Kollock, 1999). Therefore, this paper makes the following hypothesis:

Hypothesis 4a: Structural social capital is positively related to the intention of Chinese internet literature payment.

Hypothesis 4b: Cognitive social capital is positively related to the intention of Chinese internet literature payment.

Hypothesis 4c: Relational social capital is positively related to the intention of Chinese internet literature payment.

2.4.5 Attitude and intention

Ajzen (1991) mentioned that behavior attitude is one of the three major determinants of behavior intention, which refers to the degree to which a person approves of the behavior under consideration. Wang et al. (2020) mentioned that behavioral attitude is a major factor that promotes the establishment of scientific research cooperation behavior intention between members and others in the virtual academic community. Generally speaking, the more positive the behavior attitude, the stronger the intention of people to implement the behavior. The prediction of behavioral attitude to behavioral intention changes with the change of behavior and situation. In some cases, behavioral attitude may be the only important factor influencing behavioral intention (He, 2018). Based on the content of the theory of planned behavior, the more positive the internet literature audience's attitude towards paying for internet literature knowledge, the stronger their intention to pay for internet literature. Therefore, this paper makes the following hypothesis:

Hypothesis 5: Attitude is positively related to the intention of Chinese internet literature payment.

2.4.6 Subjective norms and intention

Deng (2012) found that in China, with Confucian culture as the background, subjective norms are the most influential predictors of purchase intentions. In the Chinese context, consumers are more inclined to follow the influence of social norms when making purchase decisions. People are social, and people's decisions are often affected by their environment. Under the influence of subjective norms, people consciously or unconsciously use certain group norms or the opinions of the majority

to form or change their behavioral intentions. The internal communication behavior of the consumer group is pointed out that consumers will tell, disseminate, and talk to other consumers in the group about the product information they have obtained, as well as the evaluation and psychological feelings after purchasing and using the product, in order to gain the understanding of other consumers (He, 2018). In Chinese internet literature payment, subjective norms are determined by consumers' subjective evaluation of payment for internet literature knowledge. When the people around the consumer accept or are willing to pay for the knowledge of internet literature, it will have an incentive effect on others, prompting consumers to have the intention to pay. And if the people around the consumer have experienced a very unpleasant payment experience, the consumer will also be resistant to paying for internet literature knowledge. Therefore, this paper makes the following hypothesis:

Hypothesis 6: Subjective norm is positively related to the intention of Chinese internet literature payment.

2.4.7 Perceived behavior control and intention

According to the theory of planned behavior, perceived behavioral control and behavioral intention can be used directly to predict behavioral achievement (Ajzen, 1991). On the one hand, assuming that intention is an invariable constant, the effort to successfully implement a certain behavior may increase with the increase of perceived behavior control. On the other hand, perceived behavior control is often used as a substitute for actual control. Moreover, whether perceived behavior control can replace actual control to a certain extent depends mainly on the accuracy of the degree of cognition. When people feel that they have too few resources and opportunities available, their perceived behavior control will be weakened, and their behavioral intentions will also weaken accordingly. Conversely, when people feel that they have abundant resources, more opportunities, and less resistance, the perceived behavior

control will increase, and the corresponding behavior intention will increase accordingly (He, 2018). Therefore, this paper makes the following hypothesis:

Hypothesis 7: Perceived behavior control is positively related to the intention of Chinese internet literature payment.

2.4.8 Intention and behavior

In the field of consumer behavior research, most experts and scholars have come to the conclusion that behavioral intention is one of the most important predictors of behavior through theoretical and Empirical Research (Ajzen, 2002b). Ajzen and Driver (1991) believed that willingness is a necessary stage of behavior, and behavior can only be generated after willingness. Therefore, under the situation of sufficient actual control conditions, purchase intention can directly determine purchase behavior. Armstrong et al. (2000) pointed out that the purchase intention can predict the future purchase behavior of consumers. Han and Tian (2005) defined purchase intention as the probability or possibility of consumers purchasing products. Zeng (2017) pointed out that purchase intention is the probability that consumers are willing to buy before they make the purchase behavior. This leads to the following hypothesis:

Hypothesis 8: Intention is positively related to behavior of Chinese internet literature payment.

All hypotheses are listed in Table 2.1.

Table 2.1 Summary of research hypothesis

Hypothesis
H1abc: Social capital is positively related to the attitude of Chinese internet literature payment.
H2abc: Social capital is positively related to subjective norms of Chinese

internet literature payment.

H3abc: Social capital is positively related to perceived behavior control of Chinese internet literature payment.

H4abc: Social capital is positively related to the intention of Chinese internet literature payment.

H5: Attitude is positively related to the intention of Chinese internet literature payment.

H6: Subjective norm is positively related to the intention of Chinese internet literature payment.

H7: Perceived behavior control is positively related to the intention of Chinese internet literature payment.

H8: Intention is positively related to behavior of Chinese internet literature payment.

According to all hypotheses are listed in table, the conceptual framework shows direct relationship between variables presents in Figure 2.5.

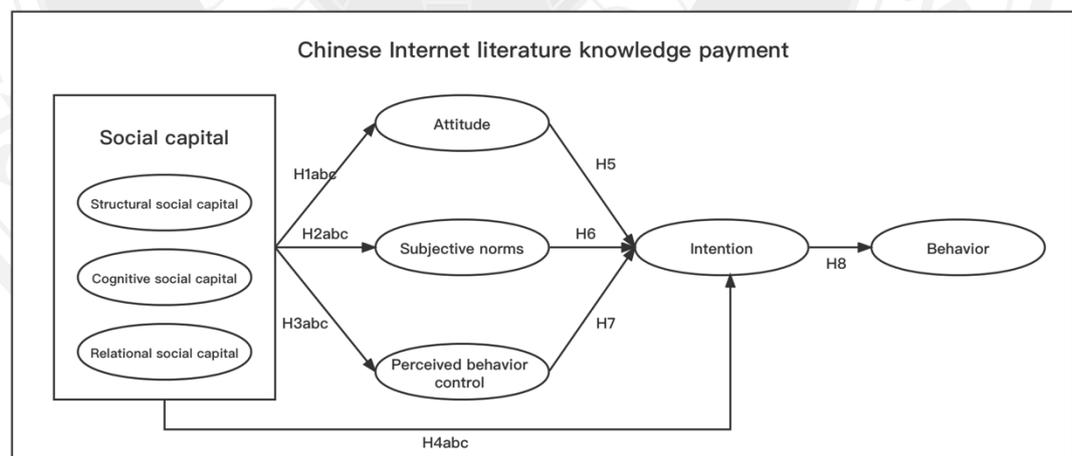


Figure 2.5 Conceptual framework

CHAPTER 3

METHODOLOGY

3.1 Research Context

The research context focuses on Chinese internet literature readers in China. This paper chooses the top ten most popular internet literature brand user groups in China as the research object to study the internet literature payment behavior of these user groups and the influence factors of these users' payment behavior.

The characteristic of internet literature is building a fan economy business model of star IP based on the multi-domain symbiosis of the internet and mobile internet. Thus, this research context focuses on Chinese internet literature consumers in China. The theme of this paper is internet literature in China. Internet+ literature got successful in the transformation process of the combination of traditional industries and the internet. Based on the background of the internet era, it is valuable to find influence factors on internet literature payment. Therefore, this paper chooses the top ten most popular online literature brand user groups in China as the research object to study the payment behavior of these user groups and the influencing factors of these users' payment behavior.

3.2 Samples Selection Procedure

The data of the top ten most popular internet literature brands in China come from the China Academy of Management Development Science. These ten representative internet literature brands are: 1)Qidian, 2)Chuangshi, 3)Yunqi,

4)Xiaoxiang Shuyuan, 5)Readnovel, 6)Hongxiu, 7)QDMM, 8)Zongheng, 9)Jinjiang literature City, 10)17k.com. Among them, Qidian, Chuangshi, Yunqi, Xiaoxiang Shuyuan, Readnovel, Hongxiu, QDMM, seven internet literature brands, belong to China Literature Co., Ltd.. Zongheng belongs to Beijing Huanxiang Zongheng Network Technology Co., Ltd.. Jinjiang literature City belongs to Beijing Jinjiang Yuanchuang Network Technology Co., Ltd.. 17k.com belongs to COL Digital Publishing Group Co., Ltd.. After determining the research group, this paper adopts the method of random sampling of online questionnaire, and sends the questionnaire to the portal websites of the top ten internet literature brands to collect the questionnaire.

Table 3.1 Ten famous brands internet literature payment strategy

Brand	Internet Literature Payment Strategy
Qidian	
Chuangshi	
Yunqi	
Xiaoxiang Shuyuan	
Readnovel	Paying to subscribe to internet literature VIP chapters;
Hongxiu	Reading Tipping
QDMM	
Zongheng	
Jinjiang literature City	
17k.com	

The sample can be determined by using the sample size generation formula from Scheaffer, Mendenhall, and Ott (2011):
$$n = \frac{N}{(N-1)\delta^2 + 1}$$

Where n is the sample size, N is the total population, and δ is the acceptable sampling error. At the end of 2020 popularity of core Chinese internet literature users in China was 460.13 million, which means that N was 460.13 million. The sampling error δ is generally set to 0.05. Thus, the statistical theoretical sample size of core Chinese internet literature users is more than 400 people. So, this research uses quantitative way to collection data through online questionnaire in nationwide of China, the target group is readers of Chinese top ten online literature brands.

3.3 Data Collection Procedure

This study uses self-made online questionnaire survey. According to the hypothesis of the paper, a large number of data are needed to be verified and analyzed. At the same time, questionnaire survey not only help researcher to collect data continently, but also easy for respondents to complete the questionnaire in a convenient time (Bell et al., 2018).

In order to make sure that data can be collected, I developed two sets of data collection plans.

Plan A is to contact top manager of each internet literature brand for help. In the process of data collection, the top managers of ten representative internet literature brands would be contacted with ten cover letters to be asked for the permission to conduct online questionnaire survey on their website for the research period. The cover letter mentioned the purpose of this study, the promotion value of this study to Chinese internet literature payment, and the potential reference value of the research results to these ten representative internet literature brands. This study also promised the anonymity and confidentiality of the questionnaire participants. After obtaining the approval of the top managers from ten representative internet literature brands, I directly connected with the person in charge of the platform of ten brands with the

pre-edited online questionnaire and put the online questionnaire into the online platform of each brand to connect users. Users who answer the questionnaire will be informed of the anonymity and privacy guarantee at the beginning of the questionnaire. The questionnaire is only used as a reference for academic research data and can be answered according to the objective reality of respondents.

Plan B is to directly contact the internet literature platform reader communication communities of ten brands, place the questionnaire link in the community, and invite readers to answer the questionnaire. Informing the questionnaire participants that the answer could be paid, and each valid questionnaire is 0.8 to 2.5 RMB. Readers who answer the questionnaire will be informed of the anonymity and privacy guarantee at the beginning of the questionnaire. The questionnaire is only used as a reference for academic research data and can be answered according to the objective reality of respondents. Through the function of the online questionnaire system, I can reward readers who participate in answering the questionnaire in the end.

3.4 Questionnaire Development

This study finds the relationship among variables of payment in Chinese internet literature. The study uses a questionnaire survey to collect first-hand data. Meanwhile, the target group of this study is the internet literature audiences who are willing to pay for knowledge so that the questionnaire will be directly released to the target group through the internet in the form of an online questionnaire. In the design of the questionnaire, according to Bulmer et al. (2016), the researcher use the existing scales that have been tested and verified by previous researchers, and the data obtained are often more reliable. After referring to many research articles related to the variables involved in this paper, the questionnaire design of this paper is divided

into two parts. In the first part, the participants of the questionnaire survey were asked basic questions to understand their basic information; there are six questions. The researcher used nominal scale and ordinal scale. Because using nominal scale to assign the value to a person or an object to tell whether a person or an object belongs to which category, and using ordinal scale inherits the same characteristic of nominal scale, it is used for classification of people or objects can be ranked higher or lower than others. So, the first part involves the related content of control variables. This part inquires the participants' gender, age, education background, personal income, reading experience and payment experience.

In the first part of the questionnaire, I designed a question to quickly judge whether the participants of the questionnaire survey were the target group. The question to judge whether the questionnaire is valid is "internet literature reading experience." If the questionnaire participant answers "No," the questionnaire respondent, who may accidentally open the online questionnaire, will be judged do not to belong to the research target group. Then the questionnaire would be finished in the first part, and the questionnaire respondent could not enter the second part of the questionnaire because of having no internet literature reading experience.

Considering that researcher directly issued questionnaires through internet literature platform websites or internet literature platform reader communication communities, there is a high probability that the respondents of the questionnaires are the target group of the study. So, there is a high probability that the valid question "internet literature reading experience" would be answered "Yes." Suppose the questionnaire participant answers "Yes," that indicates the questionnaire participant belongs to the research target group, and the answer of the questionnaire participant is valid. In that case, they could enter into the second part of the questionnaire to answer.

The second part of the questionnaire design is related to all variables in this study model; there are twenty-four questions. The model of this paper involves eight variables, namely structural social capital, cognitive social capital, relational social capital, payment attitude, payment subject norms, payment perceived behavior control, payment intention and payment behavior. So, the second part of the questionnaire, through eight sets of questions related to the eight variables, investigates the reflects of respondents to the eight aspects involved in the eight variables. Through Likert Scale, Five-degree options were designed in the questionnaire to express the reflects and degree of respondents to different questions (Likert, 1932; Likert et al., 1993).

Before the formal distribution of questionnaires, the researcher will conduct a pre-test questionnaire, aiming to collect no less than 40 questionnaires (10% of sample size) in advance for data analysis. To ensure the reliability of the online questionnaire operation and confirm the feasibility of the questionnaire design, I can correct and adjust the errors and defects that exist in the design phase of preparation during the testing process. Collating and analyzing data could make the researcher gain a clear judgment on the relevance and rationality of each group of questions and judge the rationality of the question setting through the correlation study of the same group of questions. There is also a preliminary verification of the relationship among variables in the research model, namely Item-Objective Congruence.

3.5 Construct Measurement

3.5.1 Structural social capital

In previous studies, structural social capital refers to the connection between individuals in social relations (Nahapiet & Ghoshal, 1998). Structural social capital reflects the connection between members in the virtual community, and structural social capital is the basis for members to obtain resources in the virtual community. In

the virtual community, if there is no communication and interaction among members, there is no connection among members, members in the community will not be able to obtain the information they need, and there will not be social capital formation (Zhou & Tan, 2017). Therefore, the dimension structural social capital emphasizes that individuals and organizations form relationship networks through connection, which is a relatively objective external form.

On the payment platform, users form a relatively stable social circle with providers based on topics of interest and content of common concern and express their opinions on knowledge content for exchange and discussion. Frequent interaction makes the relationship among members closer. So, there are three questionnaire items. These questions were scored from five points to one point, shows the degree from strongly agree to strongly disagree. The 3 questionnaire items as following Table 3.2.

Table 3.2 Questions of structural social capital

Question adaptation	Original Question	Reference
I have a close connection with internet literature platform.	I have a close social relationship with the content provider	Zhou and Tan (2017)
I spent a lot of time interacting on internet literature platform.	I spent a lot of time interacting with content providers.	
I have frequent communication on internet literature platform.	I have frequent communication with the content provider.	

3.5.2 Cognitive social capital

In previous studies, cognitive social capital relates to the resources that can provide common understanding, common goals, and common values (Nahapiet & Ghoshal, 1998). Zhou and Tan (2017) believed that the cognitive social capital

dimension, common vision, was the goal of community members to pursue and was a powerful measure to condense all members. Users paid attention to the same discipline in the same knowledge paid platform, meaning they had the same interest or personal improvement needs by paying for internet literature knowledge. The common value among users can establish a harmonious social relationship among users. Cognitive social capital reflects people's thoughts and feelings, making it more subjective. So, there are three questionnaire items. These questions were scored from five points to one point, shows the degree from strongly agree to strongly disagree. The three questionnaire items are as following Table 3.3.

Table 3.3 Questions of cognitive social capital

Question adaptation	Original Question	Reference
Internet literature paid members have a common vision	Members of the community have a common vision.	Zhou and Tan (2017)
Internet literature paid members have common goals.	Members of the community have common learning goals.	
Internet literature paid members have common values.	Members of the community have common values.	

3.5.3 Relational social capital

In previous studies, relational social capital reflected the relationship formed by long-term communication and repeated interaction between individuals and others. The relational social capital dimension included personal trust in others or the whole group (Nahapiet & Ghoshal, 1998). Trust is considered to be one of the core elements of relational social capital; trust was expressed as the user's belief in the ability and integrity of knowledge providers based on the network platform (Mayer et al., 1995).

In a virtual community, even if people change the traditional face-to-face communication mode, the environment of trust still has an impact on the degree and behavior of users participating in the community. According to Connolly and Bannister (2007), trust is believed to have critical significance for the success of online consumer purchasing through web-based websites. So, there are three questionnaire items. These questions were scored from five points to one point, showing the degree from strongly agree to strongly disagree. The three questionnaire items are as follows Table 3.4.

Table 3.4 Questions of relational social capital

Question adaptation	Original Question	Reference
Paid reading of internet literature is reliable.	internet shopping is unreliable.	Connolly and Bannister (2007)
Paid reading of internet literature can be trusted, there are just few uncertainties.	internet shopping cannot be trusted, there are just too many uncertainties.	
In general, I can rely on internet literature vendors to keep the promises that they make.	In general, I cannot rely on internet vendors to keep the promises that they make.	

3.5.4 Payment attitude

In previous studies, attitude is defined as the contrary belief concept “good” or “bad”, and is used to evaluative responses (Fishbein & Raven, 1962). Attitude is positive or negative belief that an individual toward any object, that is a function of the individual’s beliefs about the objective (Fishbein, 1963). Attitude toward the behavior and refers to the degree to which a person has a favorable or unfavorable

evaluation or appraisal of the behavior in question (Ajzen, 1991, 2002a). Consumers' attitude towards internet literature payment can be regarded as consumers' belief toward that internet literature payment is good or bad. So, there are 3 questionnaire items. These questions were scored from five points to one point shows the degree from strongly agree to strongly disagree. The 3 questionnaire items as following Table 3.5.

Table 3.5 Questions of payment attitude

Question adaptation	Original Question	Reference
For me to pay to read internet literature is pleasant.	For me to walk on a treadmill for at least 30 minutes each day in the forthcoming month is pleasant.	Ajzen (2002a)
For me to pay to read internet literature is valuable.	For me to walk on a treadmill for at least 30 minutes each day in the forthcoming month is valuable.	
For me to pay to read internet literature is enjoyable.	For me to walk on a treadmill for at least 30 minutes each day in the forthcoming month is enjoyable.	

3.5.5 Payment subjective norms

In previous studies, Subjective norms are defined as the pressure that people perceive whether or not a particular behavior should be performed, that is, the degree of difficulty or difficulty perceived by the perpetrator to engage in a certain behavior (Ajzen, 1985). Subjective norms reflect the influence of groups on individual

behavioral decisions (Ajzen, 1991). Subjective norms refer to people's cognition of whether or not to perform a certain behavior; that is, people's behavioral norms are formed by feeling the behavior standards, expectations, norms of the external environment, and the behavior motives that people want to comply with these expectations (Chen, 2014; Ding, 2013). Consumers' subject norms toward internet literature payment can be regarded as consumers feeling the pressure to pay for internet literature knowledge, whether consumers should or should not pay for internet literature knowledge. So, there are three questionnaire items. These questions were scored from five points to one point, showing the degree from strongly agree to strongly disagree. The three questionnaire items are as follows Table 3.6.

Table 3.6 Questions of payment subjective norms

Question adaptation	Original Question	Reference
My family and friends can accept my behavior of paying for reading internet literature.	My family and friends can accept my behavior	Chen (2014)
If most people think that paying for reading internet literature is right, I might do it.	If most people think this is right, I might do it	
I saw other people paying to read internet literature, it made me want to pay to read internet literature.	I saw other people doing this, and it made me want to do it	

3.5.6 Payment perceived behavior control

Previous studies define perceived behavior control as people's perception of the ease or difficulty of performing the behavior of interest (Ajzen, 1991). Perceived

behavior control refers to how difficult it is for individuals to think they can control and perform a certain behavior (Zhang & You, 2014). Perceived behavioral control refers to consumers' subjective beliefs about the difficulty of making a certain consumption behavior by themselves (He, 2018). For users of internet literature, the most intuitive aspect of perceptual behavior control refers to whether internet literature users have Enough money and energy to consume. Consumers' perceived behavioral control toward internet literature payment can be regarded as consumers' perception of the difficulty of paying for internet literature knowledge; that is, consumers think that it is easy or difficult for them to pay for internet literature knowledge. So, there are three questionnaire items. These questions were scored from five points to one point, showing the degree from strongly agree to strongly disagree. The three questionnaire items are as follows Table 3.7.

Table 3.7 Questions of payment perceived behavior control

Question adaptation	Original Question	Reference
I can master payment methods of the internet literature platform.	I can master various functions and payment methods of the video site.	He (2018)
I have time for paid reading of internet literature.	I have the resources, financial resources and	
I have the financial resources for paid reading of internet literature.	time for paid viewing.	

3.5.7 Payment intention

In previous studies, intention reflects the motivational factors that affect an individual's behavior. It reflects the degree to which an individual is willing to try a certain behavior and make efforts (Han et al., 2021). Intention reflects the subjective probability of an individual to determine the implementation of a certain act, which reflects the individual's will for a specific act (He, 2018). Intention refers to the degree of consumers trying to achieve a certain behavior or the degree of efforts consumers are willing to put in to do a certain behavior (Elliott et al., 2007). Fishbein and Ajzen (1975) defined intention as the tendency of a subject to carry out an activity, which is the pre-influencing factor of behavior and corresponds to the definition of behavior. So, the intention is the motivation and tendency of the behavior subject before making a certain behavior. So, there are three questionnaire items. These questions were scored from five points to one point, showing the degree from strongly agree to strongly disagree. The three questionnaire items are as follows Table 3.8.

Table 3.8 Questions of payment intention

Question adaptation	Original Question	Reference
In general, I am willing to pay for my favorite internet literature works.	In general, I am willing to pay for video sites.	He (2018)
If possible, I am willing to become a paid member of internet literature platform.	I recently plan to become a paid member of a video site.	
If possible, I will continue to paid for reading internet literature.	If possible, I will continue to pay for the video site.	

3.5.8 Payment behavior

In previous studies, internet literature payment behavior reflects a form of business to get the profit that makes use of the internet and virtual platforms to transform internet literature content into products or services to meet users' needs for acquiring content knowledge. Internet literature payment relies on intangible knowledge and creativity, which belongs to the asset-light operation mode (Xing & Zhou, 2019). Internet literature payment behavior means that content creators integrate books, theoretical knowledge, and information through a knowledge payment platform to transform them into standardized payment products and transfer them to users with the help of payment mechanisms and business models (C. Z. Wang, 2017). Internet literature payment behavior refers to the consumption behavior that consumers pay through internet technology to obtain personalized information, resources, and experience in the vertical field to achieve the purpose of cognitive improvement, emotional satisfaction, and class belonging (Z. Wang, 2017). So, there are three questionnaire items. These questions were scored from five points to one point, showing the degree from strongly agree to strongly disagree. The three questionnaire items are as follows Table 3.9.

Table 3.9 Questions of payment behavior

Question adaptation	Original Question	Reference
If possible, I pay to read my favorite internet literature works.	Walking on a treadmill for at least 30 minutes each day	Ajzen (2002a)
If possible, I buy internet literature works.	30 minutes each day in the forthcoming month.	
If possible, I pay for internet literature knowledge.		

3.6 Construct Variables and Control Variables

3.6.1 Construct Variables

This study includes eight main measurement variables: the structural social capital of internet literature payment audience, the cognitive social capital of internet literature payment audience, the relational social capital of internet literature payment audience, the attitude of the internet literature payment audience, subjective norms of internet literature payment audience, perceived behavior control of internet literature payment audience, the intention of internet literature payment audience and behavior of internet literature payment audience. To ensure the reliability and validity of each variable, this study referred to the more mature scales in existing research, formulated the appropriate number of questions for each variable, and selected a total of 24 impact measurement indicators. The question uses a Likert 5-step scale, and the score is measured according to the degree of agreement. "Strongly agree" is 5 points, "Agree" is 4 points, "General" is 3 points, "Disagree" is 2 points, and "Strongly disagree" is 1 point.

3.6.2 Control Variables

The questionnaire consists of basic demographic information and measurement items. The basic demographic characteristics include six items: gender, age, education level, average monthly income, internet literature reading experience, and whether the audience has ever paid for internet literature.

The test in this article is carried out in two stages to ensure that the indicators are useful and that the questionnaire is scientific and effective. The first stage is the pre-survey stage; this stage uses a small-scale survey, which could further modify the indicator system. The second stage is the formal survey; this stage uses large-scale

investigation; this stage can obtain sufficient data for empirical analysis and model testing.

3.7 Analyzing Tool

The study analyses the data through the statistical Package for the Social Science (SPSS) tool. The SPSS software of the window interface makes the researcher's operation like a general software package. As long as the data file is opened, the mouse is mainly clicked, and the keyboard input is supplemented, the statistical analysis can be carried out smoothly. The operation process can also be converted into program syntax files to be stored for future editing or similar statistical analysis. Data files can be created by traditional text processing methods, database or spreadsheet methods, and can be read by SPSS software on the Windows interface.

In addition, the statistical software suitable for Structural Equation Modeling (SEM) includes Analysis of Moment Structures (AMOS), which can verify various measurement models and different path analysis, models. Choosing AMOS statistical software has the following advantages. First, the AMOS software is one of the SPSS family series, and the two data files are completely interoperable. Second, various hypothetical model diagrams can be drawn quickly in AMOS software. Third, the report data output by AMOS is easier to interpret for users.

3.8 Measure Scale

The research uses summated rating scale and Likert scale. The Summated Rating Scale reflects the strength of a person's attitude as measured on a set of statements when they are added together. The Summated Rating Scale is easy to understand and operate and is a widely used attitude scale. According to the Summated Rating Scales, the questionnaire of this research is designed to keep the

expression attitude of each statement in the same direction in each set of statements, and the meaning expressed by the statement is to measure the attitude of the knowledge payment audiences in the process of participating in knowledge-paying.

Likert scale was developed by an American social psychologist on the basis of the original summated rating scales. The Likert scale, the most commonly used type of rating summation scale, consists of a set of statements. Each group of statements had five-degree options: "Strongly Disagree," "Disagree," "Neutral," "Agree," and "Strongly Agree," which expressed the attitude of the questionnaire participants towards the questions answered. These five options correspond to a score of 1 point, 2 points, 3 points, 4 points, and 5 points, respectively (Likert, 1932; Likert et al., 1993; Zhao et al., 2020). By adding up the scores of the questionnaire participants in each group of statements, the total score can explain the different states reflected by the participants on a scale. Likert scales have the advantage that they are easy to design, have a wider range of use than other scales, and can be used to measure some complex multi-dimensional concepts or attitudes that other scales cannot measure. In general, Likert scales have higher reliability than other scales. The five answer forms of the Likert Scale enable the respondents to mark their position conveniently. Therefore, according to Likert scale, when designing the questionnaire of this research, participants' attitudes towards payment were divided into five levels: 1 point for Strongly Disagree, 2 points for Disagree, 3 points for Neutral, 4 points for Agree, and 5 points for Strongly Agree.

3.9 Validity and Reliability Test

Validity refers to the validity and correctness of the questionnaire and is the degree to which the questionnaire can measure the characteristics it is intended to measure. The purpose of the questionnaire is to obtain the measurement and

conclusion of efficiency. The higher the validity, the more authentic the questionnaire results can represent the behaviors to be tested, and the better the purpose of the questionnaire can be achieved so that the questionnaire can be correct and effective (Chai, 2010). Validity test using Exploratory Factor Analysis (EFA), according to SPSS statistics analysis, through KMO and Bartlett's Test results to judge. This study uses the form of an internet questionnaire, so the questionnaire participants must answer all the questions before submitting the questionnaire. For this reason, the questionnaire does not contain incomplete answers. In addition, one question will be used to make sure the target group. The valid question is "internet literature reading experience," which must be answered "yes" to judge the target group.

Reliability reflects the consistency degree of the results obtained when the same thing is repeatedly measured, reflecting the measurement tool's stability and reliability and the true degree of the measured characteristics. The reliability of the test is generally expressed by internal consistency. The reliability of a test is affected by random error. Generally speaking, the more consistent the results of two or two tests are, the smaller the error and the higher the reliability value obtained from the test. Therefore, reliability can also be regarded as the degree of measurement results affected by random errors. Reliability test using Cronbach's alpha (α), Cronbach's alpha determines the internal consistency or average correlation of items in a survey instrument to gauge its reliability, and the minimum value of 0.7 (Chen, 2014). The existing scale has undergone a rigorous evaluation process to ensure its reliability and validity, and it can save researchers time compared to developing a new scale. Then the results of this study can be easily compared with existing studies using the same scale (He, 2018).

3.10 Preliminary test

At the beginning of more than 400 samples collecting, researcher-made preliminary tests in order to ensure the accuracy of the questions. In the pre-test stage, no less than 10% of the total sample size, no less than 40 questionnaires, were selected as the preliminary test data collection target. Because the researcher is also the audience of internet literature payment, so researcher posted the questionnaire to the relevant online community of internet literature to seek the help of the target group during the preliminary test. Data analysis was arranged after collecting preliminary test data. According to the results of the basic information analysis, validity test, and reliability test, the researcher went to the next step, more than 400 target questionnaires collection.

First of all, the researcher wrote Email to the top managers of internet literature brands for help, but did not receive the feedback consent. Because researcher also be the internet literature writer and reader, who was suggested by friends of writers to act plan B, to directly contact internet literature audience through online communities of internet literature. Through placing the link of questionnaire in the online community, inviting readers in the community with reward to answer the questionnaire, the research finally success collecting data from the target group.

According to preliminary test, researcher finally collated 51 questionnaires, which was more than 40 questionnaires. According to the data analysis of basic information, male accounted for 33% and female accounted for 67%. 2% were under the age of 18, 82% were between the ages of 18 and 29, 10% were between the ages of 30 and 40, and 6% were over the age of 40. The education level of junior high school and below accounted for 2%, high school accounted for 8%, undergraduate accounted for 72%, and master degree and above accounted for 18%. The average monthly income of less than 3,000 RMB accounted for 47%, the average monthly

income of 3,000 to 5,000 RMB accounted for 24%, the average monthly income of 5,001 to 10,000 RMB accounted for 27%, and the average monthly income of more than 10,000 RMB accounted for 2%. In the total questionnaires, 80% have paid for internet literature, and 20% have no experience of paying for internet literature. The Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) among variables is 0.823, which is greater than 0.5. Cronbach's alpha of all variables is 0.953, which is greater than 0.5. The detailed indicators of each variable are as follows shown in the table 3.10.

Table 3.10 Cronbach's alpha and KMO of variables

Variable	Items	Cronbach's alpha	KMO
Structural social capital	3	0.827	0.695
Cognitive social capital	3	0.818	0.696
Relational social capital	3	0.875	0.73
Payment attitude	3	0.91	0.648
Payment subjective norms	3	0.813	0.704
Payment perceived behavior control	3	0.822	0.633
Payment intention	3	0.862	0.709
Payment behavior	3	0.91	0.734

CHAPTER 4

RESULTS

4.1 Data

During the formal questionnaire collection stage, the plan B was executed. the researcher directly contacted internet literature platform reader communication communities, placed the link of the questionnaire in the community, and invited readers in the community to answer the questionnaire. Readers were informed of the anonymity and privacy guarantee at the beginning of the questionnaire. Each valid questionnaire would be paid 0.8 RMB to 2.5 RMB according to different internet literature platforms and reader communication communities through an online questionnaire system. In order to avoid repeating answer the questionnaire by one reader, the online system was set to answer only once. A total of 546 people viewed the questionnaire and tried to fill it out. Ultimately, 424 fully filled questionnaires were collected for data analysis. The questionnaire recovery rate was around 78%. The questionnaire designed one valid question, "internet literature reading experience." If the respondents had not read internet literature at all, the respondents who do not belong to the target group, the submitted questionnaire will be automatically invalid.

4.2 Demographic Characteristics

Descriptive statistical analysis of samples helps the researcher to intuitively understand the characteristic distribution of samples. In the sample, males accounted

for 32%, and females accounted for 68%. 2% are under the age of 18, 55% are between the ages of 18 and 29, 37% are between the ages of 30 and 40, and 6% are over the age of 40. 2% were educated at junior high school or below, 10% at high school, 81% at the undergraduate level, and 7% a master's degree or above. The average monthly income of less than 3,000 RMB accounted for 18%, the average monthly income of 3,000 RMB to 5,000 RMB accounted for 24%, the average monthly income of 5,001 RMB to 10,000 RMB accounted for 40 %, and the average monthly income of more than 10,000 RMB accounted for 18%. Among the 424 internet literature readers, 84% had paid for internet literature knowledge, and 16% had no experience of paying for internet literature knowledge. As shown in the table 4.1 below.

Table 4.1 Demographic characteristics of target group

Variables	Categories	Frequency	Percentage
Gender	Male	136	32%
	Female	288	68%
Age	Under 18 years old	7	2%
	18 to 29 years old	233	55%
	30 to 40 years old	159	37%
	Over 40 years old	25	6%
Education	Junior high school and below	10	2%
	High school level	42	10%
	Undergraduate level	344	81 %
	Graduate level and above	28	7%
Monthly Income	Less than 3,000	75	18%

Variables	Categories	Frequency	Percentage
(CNY)	3,001 to 5,000	100	24%
	5,001 to 10,000	171	40 %
	More than 10,000	78	18%
Internet Literature	Yes	424	100%
Reading Experience	No	0	0%
Internet Literature	Yes	355	84%
Payment Behavior	No	69	16%

Research focused on Chinese internet literature audience in China, so the research chose the top ten most popular internet literature brands readers in China as the target group. According to data analysis, Qidian accounted for 60%, Chuangshi accounted for 27%, Yunqi accounted for 28%, Xiaoxiang Shuyuan accounted for 37%, Readnovel accounted for 36%, Hongxiu accounted for 27%, QDMM accounted for 17%, Zongheng accounted for 34%, Jinjiang literature City accounted for 54%, 17k.com accounted for 25%. It is worth to mention that the first seven internet literature brands belong one sample company. That is Qidian, Chuangshi, Yunqi, Xiaoxiang Shuyuan, Readnovel, Hongxiu and QDMM, belong to China Literature Co., Ltd.. The other three internet literature brands belong to three different companines. Zongheng belongs to Beijing Huanxiang Zongheng Network Technology Co., Ltd. Jinjiang literature City belongs to Beijing Jinjiang Yuanchuang Network Technology Co., Ltd.. 17k.com belongs to COL Digital Publishing Group Co., Ltd. Obviously, the target group involved in the research may be readers of several internet literature brands at the same time. As shown in the Figure 4.1 below.

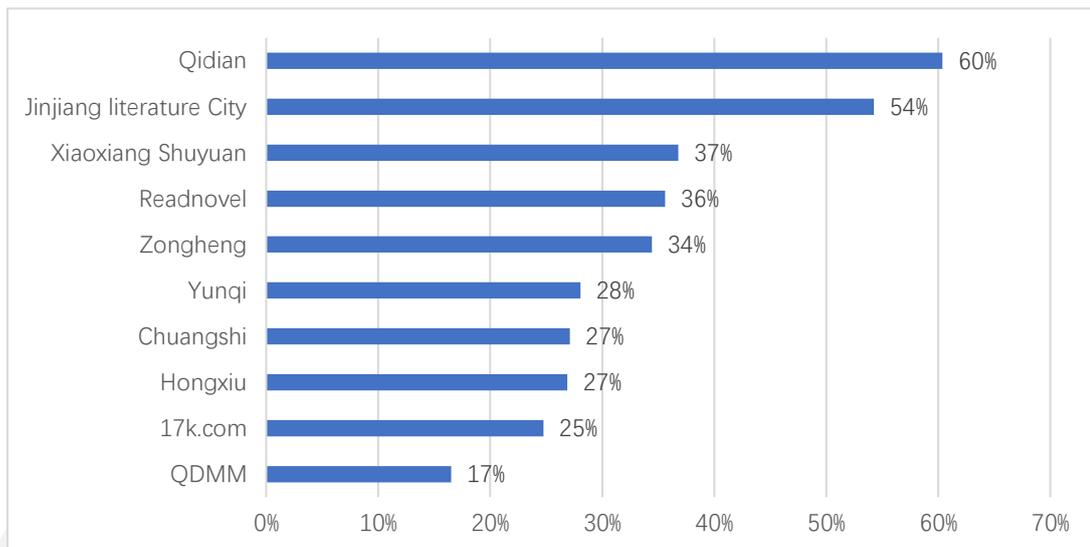


Figure 4.1 Audiences proportion of top ten internet literature brands

4.3 Validity test

The degree to which a scale may be used to gauge a notion or attribute of a theory is referred to as validity. The validity of a scale is often defined as the degree to which it can accurately assess a trait. When it comes to validity, each scale serves a specific purpose and performs a certain function; hence, the high validity of a scale relates to its specific usage rather than general inference; therefore, this scale cannot be applied to all various groups or any and all branches of social science. The idea of validity refers to the ability of a test to measure what it claims to measure. The process of amassing data to support an inference drawn from a specific test result, also known as the validity of the test, is what determines whether an inference is suitable, relevant, and valuable in the conditions.

4.3.1 Construct validity

The paper is evaluated on the basis of construct validity. That is, a scale is constructed based on the theory's assumptions. If the real test findings indicate that

the participants' actual scores adequately describe their psychological features when statistical tests are used, the scale has excellent construct validity. According to Wang (2007), a construct is a hypothetical theoretical construct psychological trait that is used to explain individual behavior; hence, construct validity refers to "the degree to which the theoretical construct psychological trait can be quantified." Construct validity is a reasonably rigorous validity test since it is founded on a logical study of the theory and simultaneously assesses the theory's soundness in light of the actual data gathered.

Factor analysis is the most often used statistical technique for determining construct validity. When users do factor analysis on the test instrument to determine its validity and efficiently extract common components, the common factors closely match the psychological features of the theoretical framework. Construct validity refers to the ability of a test instrument or scale to measure constructs. Factor analysis is also the most often utilized approach for determining concept validity in behavioral science research. Because the primary objective of component analysis is to ascertain psychological characteristics. The structural components of the notion are identified based on the common elements that occur, and based on the common variables retrieved from the scale or test, may decide what characteristic or attitude is successfully assessed by the test or scale (Wu, 2010). Thus, after analyzing the scale items, the scale's factor structure is determined. The goal of component analysis is to determine the scale's construct validity.

Kaiser and Rice (1974) asserts that the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy may be used to determine if a sample is acceptable for factor analysis. The KMO statistic is generated on the basis of the coefficient values of partial correlations between variables. When variables are associated, the simple correlation coefficient is large, while the partial correlation value is minimal. If the partial correlation coefficient between two variables is less than zero, the variables

have more in common. If the partial correlation coefficient of each variable is greater in the factor analysis application, this indicates that there are fewer common factors among the variables, and the item variable data file is less suited for factor analysis. The KMO index value ranges from 0 to 1. When the KMO value is less than 0.50, the item variables are not factorable. In comparison, if the KMO index value for all item variables is larger than 0.80, the association between the item variables is strong (meritorious), and factor analysis is appropriate for the item variables. If the KMO index value exceeds 0.90, the link between the item variables is amazing, and the item variables are excellent candidates for factor analysis (Spicer, 2005). The KMO and Bartlett's Test of the samples are shown in the table below.

Table 4.2 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.874
	Approx. Chi-Square	5174.536
Bartlett's Test of Sphericity	df	276
	Sig.	0.000

The Kaiser-Meyer-Olkin sample suitability criterion is abbreviated KMO (its value is between 0 and 1). When the KMO value is greater (closer to 1), it indicates that there are more shared factors between variables and that the difference between them is greater. The less net correlation there is, the more applicable factor analysis is. The KMO statistic is more than 0.9, which makes factor analysis extremely suited (miraculous), and the factor analysis is good (perfect). The KMO statistic value is greater than 0.8, indicating that factor analysis is appropriate (justified), and that factor analysis is acceptable (meritorious). If the KMO statistic is more than 0.7, factor analysis (middling) can still be conducted, and factor analysis is somewhat acceptable (middling). The KMO statistic is more than 0.6, factor analysis is only

marginally practicable, and factor analysis is only marginally acceptable (mediocre). The KMO statistic is more than 0.5, which is incompatible with factor analysis (miserable), and factor analysis is incompatible with (miserable). A KMO statistic value less than 0.5 is extremely inappropriate (unacceptable) for factor analysis, and the appropriateness of factor analysis is also unsatisfactory (unacceptable).

According to Kaiser and Rice (1974), if the KMO value is less than 0.5, the data set is unsuitable for factor analysis. For factor analysis, the common (median) criteria should be at least 0.6. The KMO result in this case is 0.874, suggesting that the variables have common components and are thus acceptable for factor analysis. Additionally, the χ^2 value for Bartlett's sphericity test is 5174.536 (with 276 degrees of freedom), which is significant at the 0.000 level. The partial correlation coefficient matrix is a unit matrix, indicating that the partial correlation coefficients between variables are all zero and that the data files for the variables are factorable. The significance probability is $p=0.000 < 0.05$, rejecting the null hypothesis, that the partial correlation matrix is not a unit matrix. Assuming the partial correlation matrix is a unit matrix, common factors exist between the correlation matrices representing the population that are suited for factor analysis.

Table 4.3 The Rotated Component Matrix of Items

	SSC	CSC	RSC	KPA	KPSN	KPPBC	KPI	KPB
SSC1	0.862	0.036	0.069	0.065	0.033	0.064	0.07	0.015
SSC2	0.837	-0.031	0.101	0.054	0.057	0.018	-0.013	0.184
SSC3	0.857	0.04	0.086	0.004	0.017	0.049	0.009	0.134
CSC1	0.046	0.837	0.111	0.11	0.141	0.18	0.112	0.142
CSC2	0.002	0.794	0.13	0.13	0.133	0.155	0.119	0.181
CSC3	0.006	0.805	0.15	0.009	0.136	0.138	0.129	0.118
RSC1	0.085	0.217	0.83	0.095	0.116	0.056	0.114	0.141

	SSC	CSC	RSC	KPA	KPSN	KPPBC	KPI	KPB
RSC2	0.073	0.123	0.817	0.135	0.156	0.028	0.142	0.183
RSC3	0.147	0.064	0.806	0.099	0.074	0.155	0.184	0.079
PA1	0.151	0.073	0.135	0.835	0.167	0.11	-0.011	0.107
PA2	-0.071	0.115	0.082	0.802	0.11	0.112	0.161	0.211
PA3	0.059	0.053	0.103	0.814	0.155	0.175	0.093	0.085
PSN1	-0.012	0.123	0.092	0.117	0.804	0.075	0.13	0.144
PSN2	0.046	0.161	0.194	0.158	0.777	0.11	0.101	0.13
PSN3	0.091	0.119	0.059	0.158	0.806	0.121	0.119	0.134
PPBC1	0.035	0.118	0.12	0.155	0.191	0.775	0.15	0.109
PPBC2	0.034	0.219	0.024	0.131	0.063	0.755	0.14	0.191
PPBC3	0.081	0.139	0.091	0.119	0.063	0.835	0.082	0.15
PI1	0.259	0.125	0.104	0.102	0.134	0.109	0.808	0.03
PI2	-0.117	0.165	0.133	0.096	0.134	0.123	0.801	0.198
PI3	-0.041	0.092	0.227	0.054	0.111	0.156	0.782	0.18
PB1	0.192	0.193	0.169	0.172	0.162	0.196	0.18	0.721
PB2	0.13	0.174	0.179	0.181	0.201	0.2	0.17	0.774
PB3	0.161	0.183	0.148	0.149	0.162	0.173	0.128	0.781

Notes: SSC=Structural Social Capital, CSC=Cognitive Social Capital, RSC=Relational Social Capital, PA= Payment Attitude, PSN= Payment Subjective Norms, PPBC= Payment Perceived Behavior Control, PI= Payment Intention, PB= Payment Behavior

4.3.2 Discriminant Validity

Consider selecting elements from the correlation matrix during factor analysis (Bryman & Cramer, 1997). If the correlation between two variables is insignificant or

if there is no correlation at all. There may be a significant discrepancy between the variables derived from the items and the degree of the paper's original conception. Thus, if there is a highly significant positive/negative correlation between the relative factors, it is easier to build relevant content using factor analysis. Therefore, prior to doing regression analysis, researchers need quickly determine which items are more closely associated based on the correlation matrix distribution between the components.

Table 4.4 Pearson Correlation Coefficient Matrix

	SSC	CSC	RSC	KPA	KPSN	KPPBC	KPI	KPB
SSC	1							
CSC	0.291**	1						
RSC	0.290**	0.379**	1					
PA	0.384**	0.382**	0.437**	1				
PSN	0.404**	0.373**	0.396**	0.344**	1			
PPBC	0.327**	0.419**	0.379**	0.293**	0.360**	1		
PI	0.445**	0.453**	0.479**	0.493**	0.468**	0.457**	1	
PB	0.146**	0.115*	0.096*	0.157**	0.141**	0.245**	0.335**	1

Notes: * Correlation is significant at the 0.05 level; ** Correlation is significant at the 0.01 level.

Notes: SSC=Structural Social Capital, CSC=Cognitive Social Capital, RSC=Relational Social Capital, PA= Payment Attitude, PSN= Payment Subjective Norms, PPBC= Payment Perceived Behavior Control, PI= Payment Intention, PB= Payment Behavior

4.4 Reliability Test

Following the component analysis, the reliability of each scale level and the whole scale are evaluated. The term "reliability" refers to the stability and consistency

of the scale tool's results. The more reliable the scale, the less the measuring standard error. Reliability possesses four characteristics. To begin, reliability refers to the consistency or stability of the test's results, not the test or scale itself; hence, reliability relates to the assessment instrument's outcomes, not the tool itself. Second, the reliability coefficient indicates the consistency of a certain kind, not the general consistency, and the reliability coefficient may seem different depending on the period, the respondents, or the raters. Third, although reliability is a required but insufficient criterion for validity, it is not sufficient. While low reliability must be considered poor, good reliability does not always imply high validity. Fourth, because the reliability test is entirely dependent on statistical techniques, the reliability is mostly determined by statistical techniques (Wang, 2007).

The alpha coefficient, developed by Cronbach (1951), is a frequently used measure of reliability in the scale approach. Cronbach's alpha is a measure of internal consistency reliability that is frequently employed in Likert scales. The alpha coefficient is used to express the scale's internal consistency and reliability. The greater the alpha coefficient, the more consistent the scale's underlying structure is. The formula for computing it is as follows:

$$\alpha = \frac{K}{K - 1} \left(1 - \frac{\sum S_i^2}{S^2} \right)$$

Among them, K is the total number of items included in the scale; $\sum S_i^2$ is the sum of the variances of the items of the scale; S^2 is the variance after the items of the scale are summed up.

Under typical conditions, the number of items has an effect on the alpha coefficient. The more items in the same scale, the higher the relative alpha coefficient, and the less the overall correlation coefficient between the items, the greater the effect of the number of items. The alpha coefficient is determined by three elements in general social science research: the number of items on the scale, the average number

of correlation coefficients between the test items, and the number of dimensions. DeVellis and Thorpe (2021) believed that if the coefficient value is between 0.60 and 0.65, it is best to avoid it; if the coefficient value is between 0.65 and 0.70, it is the minimum acceptable value; if the coefficient value is between 0.70 and 0.80, it is good; and if the coefficient value is between 0.80 and 0.90, it is pretty good.

Additionally, the composite reliability (CR) of the latent variables' individual latent variables should be greater than 0.50. The average variance extracted (AVE) from a model is a model intrinsic quality evaluation statistic. The average variance extracted represents the proportion of the indicator variable's total variation that is explained by the explanatory variable. If the average variance extracted (AVE) of the explanatory variables is larger than 0.50, the model's intrinsic quality is good.

Table 4.5 Cronbach's α , CR, AVE

Reliability Analysis				
Variable	Item	Cronbach's α	CR	AVE
SSC	3	0.834	0.858	0.668
CSC	3	0.821	0.839	0.635
RSC	3	0.847	0.853	0.660
PA	3	0.81	0.832	0.622
PSN	3	0.813	0.838	0.633
PPBC	3	0.851	0.858	0.669
PI	3	0.864	0.803	0.576
PB	3	0.839	0.888	0.726

Notes: SSC=Structural Social Capital, CSC=Cognitive Social Capital, RSC=Relational Social Capital, PA= Payment Attitude, PSN= Payment Subjective

Norms, PPBC= Payment Perceived Behavior Control, PI= Payment Intention, PB= Payment Behavior

4.5 Hypothesis test with linear regression analysis

As a unique statistical relationship, regression relationship has three properties. First, the status of variables is diverse, some variables are in the explanatory position, and some are in the explained position. Second, the explanatory variable may be a non-random variable, and the explained variable is a random variable. Third, the regression connection can be employed for prediction and control.

To investigate the causal link between variables, if some of the variables are used as independent variables, and some other variables that vary in response to the changes in the independent variables are used as dependent variables, this is referred to as regression analysis. After validating the linear association between the explanatory and explained variables, SPSS software was used to conduct regression analysis. For multiple regression analysis, the variable pointed by the arrow is the explained variable of the regression equation, and the beginning of the arrow is the explanatory variable in the regression equation.

Hypothesis 1abc: Social capital is positively related to attitude of Chinese internet literature payment. The relationship is positive and statistically significant ($\beta_{SSC} = 0.260$, $p_{SSC} = 0.000$, $VIF_{SSC} = 1.139$; $\beta_{CSC} = 0.220$, $p_{CSC} = 0.000$, $VIF_{CSC} = 1.219$; $\beta_{RSC} = 0.305$, $p_{RSC} = 0.000$, $VIF_{RSC} = 1.218$). Thus, this hypothesis is supported.

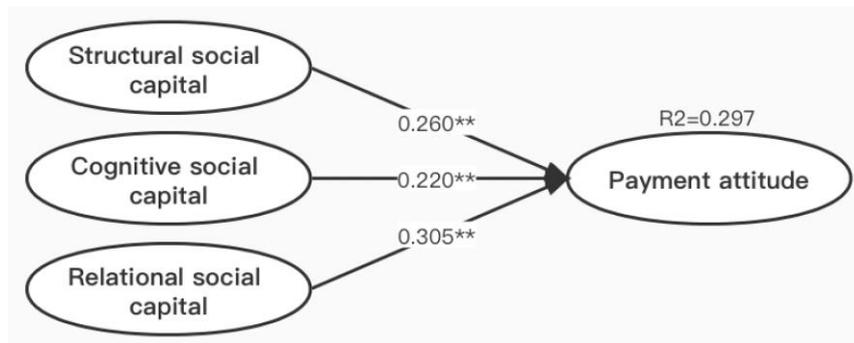


Figure 4.2 Hypothesis 1abc

Hypothesis 2abc: Social capital is positively related to subjective norms of Chinese internet literature payment. The relationship is positive and statistically significant ($\beta_{SSC} = 0.281$, $p_{SSC} = 0.000$, $VIF_{SSC} = 1.139$; $\beta_{CSC} = 0.206$, $p_{CSC} = 0.000$, $VIF_{CSC} = 1.219$; $\beta_{RSC} = 0.237$, $p_{RSC} = 0.000$, $VIF_{RSC} = 1.218$). Thus, this hypothesis is supported.

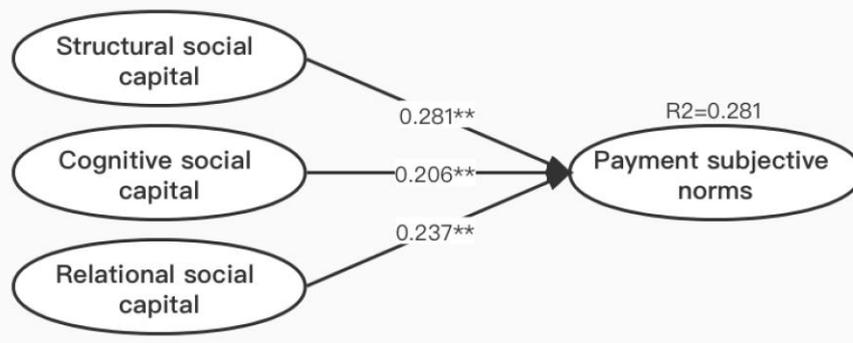


Figure 4.3 Hypothesis 2abc

Hypothesis 3abc: Social capital is positively related to perceived behavior control of Chinese internet literature payment. The relationship is positive and statistically significant ($\beta_{SSC} = 0.191$, $p_{SSC} = 0.000$, $VIF_{SSC} = 1.139$; $\beta_{CSC} = 0.300$, $p_{CSC} = 0.000$, $VIF_{CSC} = 1.219$; $\beta_{RSC} = 0.225$, $p_{RSC} = 0.000$, $VIF_{RSC} = 1.218$). Thus, this hypothesis is supported.

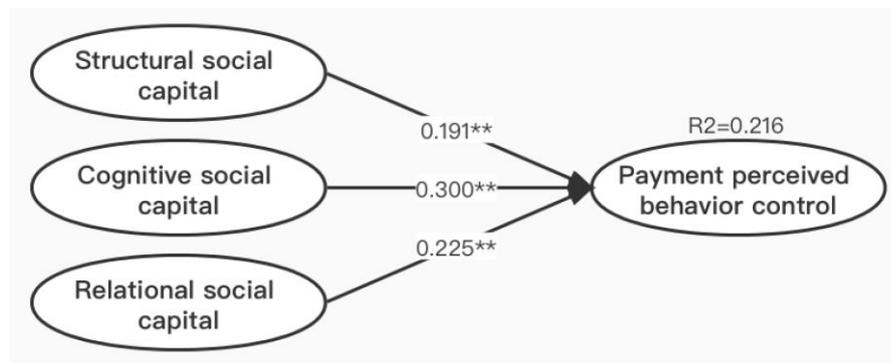


Figure 4.4 Hypothesis 3abc

Hypothesis 4abc: Social capital is positively related to intention of Chinese internet literature payment. The relationship is positive and statistically significant ($\beta_{SSC} = 0.296$, $p_{SSC} = 0.000$, $VIF_{SSC} = 1.139$; $\beta_{CSC} = 0.270$, $p_{CSC} = 0.000$, $VIF_{CSC} = 1.219$; $\beta_{RSC} = 0.304$, $p_{RSC} = 0.000$, $VIF_{RSC} = 1.218$). Thus, this hypothesis is supported.

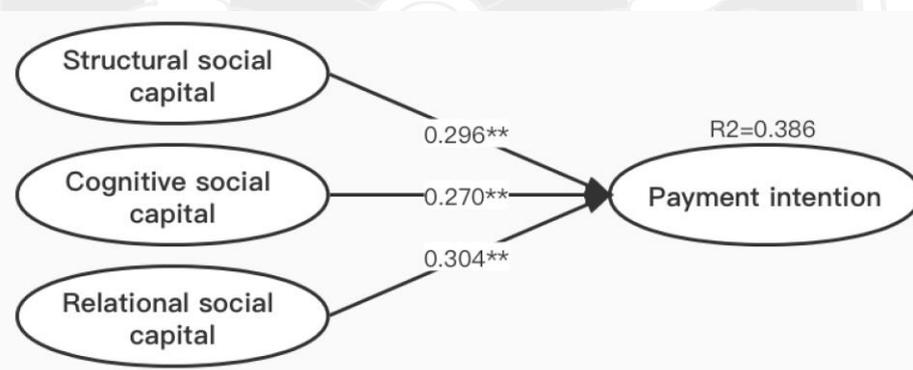


Figure 4.5 Hypothesis 4abc

Hypothesis 5: Attitude is positively related to the intention of Chinese internet literature payment. The relationship is positive and statistically significant ($\beta = 0.314$, $p = 0.000$, $VIF = 1.178$). Thus, this hypothesis is supported.

Hypothesis 6: Subjective norm is positively related to the intention of Chinese internet literature payment. The relationship is positive and statistically significant ($\beta = 0.266$, $p = 0.000$, $VIF = 1.238$). Thus, this hypothesis is supported.

Hypothesis 7: Perceived behavior control is positively related to the intention of Chinese internet literature payment. The relationship is positive and statistically significant ($\beta = 0.266$, $p = 0.000$, $VIF = 1.194$). Thus, this hypothesis is supported.

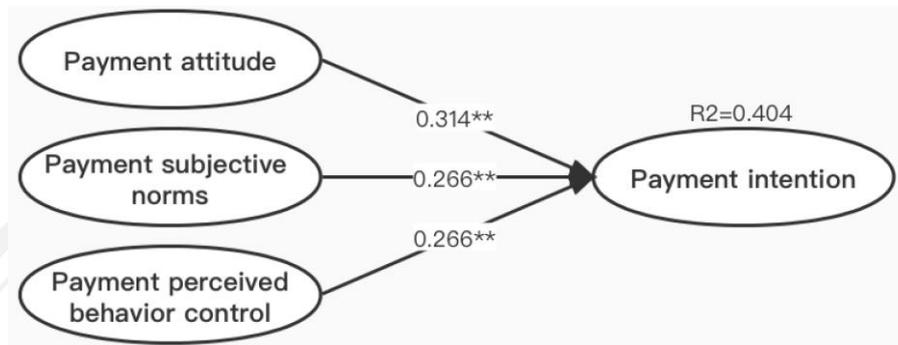


Figure 4.6 Hypothesis 5, 6, 7

Hypothesis 8: Intention is positively related to behavior of Chinese internet literature payment. The relationship is positive and statistically significant ($\beta = 0.324$, $p = 0.000$). Thus, this hypothesis is supported.



Figure 4.7 Hypothesis 8

According to linear regression, the results of hypotheses as Table 4.6.

Table 4.6 Hypothesis test results with linear regression

Hypothesis	Result
H1abc: Social capital is positively related to the attitude of Chinese internet literature payment.	Positive and statistically significant
H2abc: Social capital is positively related to subjective norms of Chinese internet literature payment.	Positive and statistically significant
H3abc: Social capital is positively related to perceived behavior control of Chinese internet literature payment.	Positive and statistically significant

Hypothesis	Result
H4abc: Social capital is positively related to the intention of Chinese internet literature payment.	Positive and statistically significant
H5: Attitude is positively related to the intention of Chinese internet literature payment.	Positive and statistically significant
H6: Subjective norm is positively related to the intention of Chinese internet literature payment.	Positive and statistically significant
H7: Perceived behavior control is positively related to the intention of Chinese internet literature payment.	Positive and statistically significant
H8: Intention is positively related to behavior of Chinese internet literature payment.	Positive and statistically significant

In Multiple regression, $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \text{error}$.

According to data analysis, $Y_{\text{Attitude}} = 0.741 + 0.260X_{\text{Structural social capital}} + 0.220X_{\text{Cognitive social capital}} + 0.305X_{\text{Relational social capital}}$, all three factors (Structural social capital, Cognitive social capital, Relational social capital) can explain 29.7% (R^2) of Chinese internet literature readers' payment attitude. There are still 70.3% that should be explained by other factors, beyond these three factors. For unstandardized coefficient beta, rate of change (β) of each variable is interpreted in "actual" unit, shows that if structural social capital increases 1 unit, attitude will increase by 0.260 unit. If cognitive social capital increases 1 unit, attitude will increase by 0.220 unit. If relational social capital increases 1 unit, attitude will increase by 0.305 unit.

Standardized coefficient beta is usually done to answer the question of which of the independent variables has a greater effect on the dependent variable in a multiple regression analysis; when the variables are measured in different units of measurement, the coefficients ignore the independent variable's scale of units, which makes comparisons easy. Structural social capital standardized coefficient beta equal

to 0.241. Cognitive social capital standardized coefficient beta equal to 0.202. Relational social capital standardized coefficient beta equal to 0.290. So, relational social capital has the greatest effect on the attitude in a multiple regression analysis.

According to data analysis, $Y_{\text{Subjective norms}} = 1.046 + 0.281X_{\text{Structural social capital}} + 0.206X_{\text{Cognitive social capital}} + 0.237X_{\text{Relational social capital}}$, all three factors (Structural social capital, Cognitive social capital, Relational social capital) can explain 28.1% (R^2) of Chinese internet literature readers' payment subjective norms. There are still 71.9% that should be explained by other factors beyond these three factors. For unstandardized coefficient beta, the rate of change (β) of each variable is interpreted in the "actual" unit. This shows that if structural social capital increases by 1 unit, subjective norms will increase by 0.281 unit. If cognitive social capital increases by 1 unit, subjective norms will increase by 0.206 unit. If relational social capital increases by 1 unit, subjective norms will increase by 0.237 unit.

Standardized coefficient beta is usually done to answer the question of which of the independent variables has a greater effect on the dependent variable in a multiple regression analysis; when the variables are measured in different units of measurement, the coefficients ignore the independent variable's scale of units, which makes comparisons easy. Structural social capital standardized coefficient beta equal to 0.276. Cognitive social capital standardized coefficient beta equal to 0.202. Relational social capital standardized coefficient beta equal to 0.239. So, structural social capital have the greatest effect on the subjective norms in a multiple regression analysis.

According to data analysis, $Y_{\text{Perceived behavior control}} = 1.172 + 0.191X_{\text{Structural social capital}} + 0.300X_{\text{Cognitive social capital}} + 0.225X_{\text{Relational social capital}}$, all three factors (Structural social capital, Cognitive social capital, Relational social capital) can explain 26.1% (R^2) of Chinese internet literature readers' payment perceived behavior control. There are still 73.9% that should be explained by other factors, beyond these three factors.

For unstandardized coefficient beta, the rate of change (β) of each variable is interpreted in the “actual” unit, showing that if structural social capital increases by 1 unit, perceived behavior control will increase by 0.191 unit. If cognitive social capital increases by 1 unit, perceived behavior control will increase by 0.300 unit. If relational social capital increases by 1 unit, perceived behavior control will increase by 0.225 unit.

Standardized coefficient beta is usually done to answer the question of which of the independent variables have a greater effect on the dependent variable in a multiple regression analysis, when the variables are measured in different units of measurement, the coefficients ignore the independent variable's scale of units, which makes comparisons easy. Structural social capital standardized coefficient beta equal to 0.181. Cognitive social capital standardized coefficient beta equal to 0.283. Relational social capital standardized coefficient beta equal to 0.220. So, cognitive social capital has the greatest effect on the perceived behavior control in a multiple regression analysis.

According to data analysis, $Y_{\text{Intention}} = 0.039 + 0.168X_{\text{Structural social capital}} + 0.144X_{\text{Cognitive social capital}} + 0.169X_{\text{Relational social capital}} + 0.196X_{\text{Attitude}} + 0.159X_{\text{Subjective norms}} + 0.166X_{\text{Perceive behavior control}}$, all six factors (Structural social capital, Cognitive social capital, Relational social capital, Attitude, Subjective norms, Perceived behavior control) can explain 46.3% (R^2) of Chinese internet literature readers’ payment intention. There are still 53.7% that should be explained by other factors, beyond these six factors. For unstandardized coefficient beta, rate of change (β) of each variable is interpreted in “actual” unit, shows that if structural social capital increases 1 unit, intention will increase by 0.168 unit. If cognitive social capital increases 1 unit, intention will increase by 0.144 unit. If relational social capital increases 1 unit, intention will increase by 0.169 unit. If attitude increases 1 unit, intention will increase by 0.196 unit. If subjective norms increase 1 unit, intention will increase by

0.159 unit. If perceived behavior control increases 1 unit, intention will increase by 0.166 unit.

Standardized coefficient beta is usually done to answer the question of which of the independent variables has a greater effect on the dependent variable in a multiple regression analysis; when the variables are measured in different units of measurement, the coefficients ignore the independent variable's scale of units, which makes comparisons easy. Structural social capital standardized coefficient beta equal to 0.161. Cognitive social capital standardized coefficient beta equal to 0.137. Relational social capital standardized coefficient beta equal to 0.167. Attitude standardized coefficient beta equal to 0.203. Subjective norms standardized coefficient beta equal to 0.155. Perceived behavior control standardized coefficient beta equal to 0.168. So, attitude has the greatest effect on the intention in a multiple regression analysis.

According to data analysis, $Y_{\text{Behavior}} = 2.553 + 0.318X_{\text{Intention}} + 0.038X_{\text{Gender}} - 0.058X_{\text{Age}} + 0.055X_{\text{Education}} + 0.046X_{\text{Income}}$, all five factors (Structural social capital, Cognitive social capital, Relational social capital, Attitude, Subjective norms, Perceived behavior control) can explain 11.8% (R^2) of Chinese internet literature readers' payment intention. There are still 88.2% that should be explained by other factors, beyond these five factors. For unstandardized coefficient beta, the rate of change (β) of each variable is interpreted in the "actual" unit, showing that if intention increases by 1 unit, the behavior will increase by 0.318 unit. If gender increases by 1 unit, the behavior will increase by 0.038 unit. If age increases by 1 unit, the behavior will decrease by 0.058 unit. If education increases by 1 unit, the behavior will increase by 0.055 unit. If income increases by 1 unit, the behavior will increase by 0.046 unit.

Standardized coefficient beta is usually done to answer the question of which of the independent variables have a greater effect on the dependent variable in a

multiple regression analysis, when the variables are measured in different units of measurement, the coefficients ignore the independent variable's scale of units, which makes comparisons easy. Intention standardized coefficient beta equal to 0.328. Gender standardized coefficient beta equal to 0.024. Age standardized coefficient beta equal to -0.049. Education standardized coefficient beta equal to 0.036. Income standardized coefficient beta equal to 0.059. So, Intention has the greatest effect on the behavior in a multiple regression analysis.

Therefore, above all results, the most obvious and significant path is relational social capital to attitude to intention to behavior.

4.6 Hypothesis test with structural equation model

Structural Equation Model, often known as path analysis, includes all factors simultaneously into a regression model. Path analysis considers not just the correlation between variables but also their causal link. Path analysis is often divided into three stages. To begin, a conceptual model diagram is provided. Second, the approach of concurrent regression analysis was applied. Thirdly, the theory is evaluated and revised.

According to the relevant theory and literature, construct a testable initial model and draw a path diagram without path coefficients. The causal relationship in the path diagram is represented by an arrow, the arrow points to the "effect" (the dependent variable), and the beginning of the arrow is the "cause" (the independent variable).

In the structural equation model, the explained variables are also called exogenous variables, which means that the variation of these variables is not determined by other variables in the path model but is affected by other variables outside the path model. Explanatory variables, also known as endogenous variables,

indicate that the amount of variation in these variables is determined by other variables in the path model. Sometimes the internal dependent variable has the properties of a mediated variable. For a certain variable, it is the dependent variable, but for other variables, it is the independent variable. Therefore, the internal dependent variable may be a dependent variable or an independent variable.

The initial diagram of a causal model architecture usually includes direct and indirect effects. In the direct effect, if the path coefficient is significant, it means that there is a direct causal relationship between the two variables; in the indirect effect, if the path coefficient is significant, it means that there is an indirect causal relationship between the two variables.

The study use AMOS to show the structural equation model operations on the collected data and to analyze the run results. See figure 4.8.

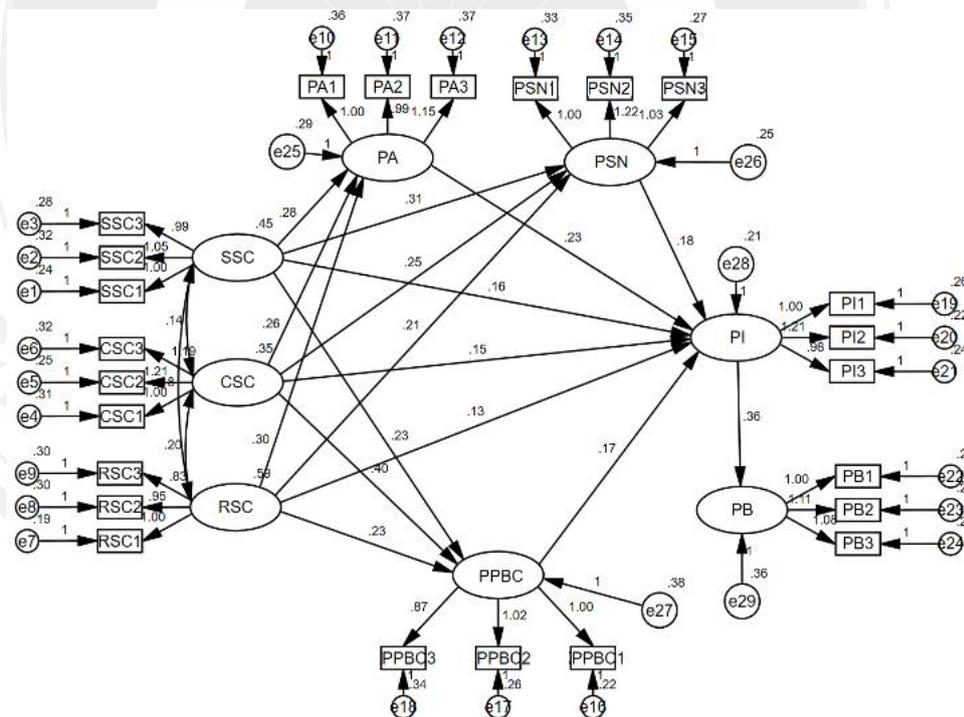


Figure 4.8 The Structural Equation Model

4.6.1 The test of Model Fitting

When determining if a structural equation model has been established, the majority of the fitting indicators are measured. The model built at the beginning is called the default model. If the default model fits better than the independence model, its χ^2 value should be smaller. The statistic obtained by comparing the hypothetical model with the χ^2 value of the independent model is the relative fit index, which can be used to evaluate the quality of the model. Through analysis, the χ^2 value of the default model is 392.404, which is smaller than that of the independence model ($\chi^2=5284.898$). It shows that the model fitting effect is better. And χ^2/df is generally required to be between 1-2.

The Goodness of Fit Index (GFI), which ranges from 0 to 1, and is generally considered to be greater than 0.9 to indicate a good model fit. AGFI is a modification of GFI considering the degree of freedom of the model, and usually requires AGFI to be greater than 0.9.

Root Mean Square Error of Approximation (RMSEA) is an absolute index that measures model fit without a bottom line. Generally speaking, if the value of RMSEA is lower than 0.05, it indicates that the model fits the data well.

The Normed Fit Index (NFI) represents the ratio of χ^2 values that the hypothetical model reduces compared to the independent model. If the value of NFI is greater than 0.9, it means that the fitting of the assumed model is close to the saturated model, and the fitting effect is good. The Incremental Fit Index (IFI), is as close to 1 as better. The Comparative Fit Index (CFI), its lowest value is 0, the highest value is 1, therefore, its value is between 0 and 1. $CFI > 0.9$ indicates that the model fits well.

Table 4.7 Structural Equation Model Fitness Index

Fitness Index	Recommended Value	Fitted value	Result
χ^2	The less the better	392.404	Accept

χ^2/df	Between 1 and 2	1.684	Accept
GFI	More than 0.9	0.933	Accept
AGFI	More than 0.9	0.914	Accept
RMSEA	Less than 0.05	0.04	Accept
NFI	More than 0.9	0.926	Accept
IFI	More than 0.9	0.968	Accept
CFI	More than 0.9	0.968	Accept

4.6.2 Path Analysis

In this study, AMOS 26.0 was used to perform structural equation model operations on the collected data and to analyze the running results. The significance test of the model is shown in the following Table 4.8.

Table 4.8 Hypothesis Test Results

	Path		Estimate	SE	CR	P-value	Result
SSC	→	KPA	0.284	0.060	4.707	***	Support
CSC	→	KPA	0.260	0.072	3.593	***	Support
RSC	→	KPA	0.298	0.056	5.361	***	Support
SSC	→	KPSN	0.310	0.055	5.595	***	Support
CSC	→	KPSN	0.247	0.066	3.741	***	Support
RSC	→	KPSN	0.213	0.050	4.230	***	Support
SSC	→	KPPBC	0.226	0.063	3.610	***	Support
CSC	→	KPPBC	0.401	0.079	5.088	***	Support
RSC	→	KPPBC	0.231	0.060	3.871	***	Support
SSC	→	KPI	0.160	0.057	2.791	0.005	Support
CSC	→	KPI	0.153	0.067	2.284	0.022	Support

	Path		Estimate	SE	CR	P-value	Result
RSC	→	KPI	0.130	0.052	2.505	0.012	Support
PA	→	KPI	0.231	0.061	3.813	***	Support
PSN	→	KPI	0.182	0.064	2.833	0.005	Support
PPBC	→	KPI	0.172	0.050	3.464	***	Support
PI	→	KPB	0.360	0.054	6.693	***	Support

Notes: *** means P-value less than 0.001; ** means P-value is between 0.001 to 0.01; * means P-value is between 0.01 to 0.05.

Therefore, above all results, the most obvious and significant path is relational social capital to attitude to intention to behavior.

4.6.3 Mediating effect analysis

The mediating effect means that the influence relationship ($X \rightarrow Y$) between variables is not a direct causal chain relationship, but is produced through the indirect influence of one or more variables (M). At this time, called M a mediating variable. The indirect effect of X on Y through M is called the mediating effect. The mediation effect is a type of indirect effect. In the model with only one mediating variable, the mediating effect is equal to the indirect effect. When there is more than one mediating variable, the mediating effect is not equal to the indirect effect, and the indirect effect can be the sum of some mediating effects or the sum of all mediating effects.

In this thesis, the Bootstrapping technique (N=2000) is used to evaluate the mediating role of payment attitude, payment subjective norms, and payment perceived behavioral control in the model. Mediation estimates were considered significant if the 95% confidence interval did not contain zero. The results are shown in the table below.

Table 4.9 Path Coefficients for Mediation Models

Mediating Path	Bootstrapping Bias-Corrected 95% CI	Mediating effect
SSC=>PA=>PI	0.024 ~ 0.077	Support
SSC=>PSN=>PI	0.016 ~ 0.075	Support
SSC=>PPBC=>PI	0.013 ~ 0.052	Support
CSC=>PA=>PI	0.019 ~ 0.068	Support
CSC=>PSN=>PI	0.012 ~ 0.055	Support
CSC=>PPBC=>PI	0.021 ~ 0.079	Support
RSC=>PA=>PI	0.032 ~ 0.090	Support
RSC=>PSN=>PI	0.015 ~ 0.064	Support
RSC=>PPBC=>PI	0.015 ~ 0.065	Support

CHAPTER 5

DISCUSSION

5.1 Research discussion

To encourage the deep integration of traditional Chinese industries and the internet, the era background of "Internet+" demands traditional Chinese industries to have an internet of thinking. The cultural business dubbed the "gold industry," is becoming an increasingly vital component of a country's foundations. Not only can the growth of cultural industries help a country's economic development, but it may also help a country's soft power (Liu, 2021). Chinese internet literature is a significant component of the production of online content in the digital age. It is a milestone achievement of China's internet+ culture sector content creation. For this purpose, Chinese internet literature should take on social responsibility for online content creation and contribute to the strength of Chinese internet literature for a culturally robust country (Conference, 2021). This dissertation proposes a new interpretation perspective for Chinese internet literature on the basis of current research and describes it as a type of "Internet+ Literature" in the context of the "Internet+" age. That is the expression of literary topics via the internet's features, as well as the literary operation's financial model through the internet's characteristics.

The Fifth Plenary Session of the 19th Central Committee of the Communist Party of China proposed to prosper and develop China's cultural undertakings and cultural industries and improve the country's cultural soft power. By 2035, the long-term goal of socialist modernization will be realized, and a country will be built

into a cultural power, education power, talent power, sports power, and healthy China, the national quality and social civilization level will reach new heights, and the country's cultural soft power will be significantly enhanced (Shi, 2020). Therefore, Chinese internet literature should assume the social responsibility for the construction of online content and contribute to the power of Chinese internet literature for a culturally powerful country. However, through literature review, many researchers said that the phenomenon of piracy in the Chinese internet literature market is serious, the copyright of Chinese internet literature cannot be protected, and the development of the Chinese internet literature market is not perfect. The concept of paying for Chinese internet literature knowledge read through formal channels has not been valued and standardized (Feng, 2021; Wang & Li, 2021). Therefore, it is very important to guide the healthy and orderly development of the Chinese internet literature market. From the perspective of Chinese internet literature readers, that is, Chinese internet literature audiences (internet literature consumers), this paper studies the payment behaviors of Chinese internet literature readers for normative reading of Chinese internet literature. This paper uses the theory of planned behavior to study the reasons that affect the payment behavior of Chinese internet literature readers. At the same time, it studies the relationship between Chinese internet literature readers' social capital and Chinese internet literature readers' planning behavior in Chinese internet literature readers' payment behavior. Through research, it is found that the social capital possessed by Chinese internet literature readers will positively affect the planned behavior of Chinese internet literature readers to standardize their reading, and ultimately affect the actual payment behavior of Chinese internet literature readers.

5.1.1 Discussion on outcome of Chinese internet literature

This dissertation studies Chinese internet literature from four aspects. Including the definition of Chinese internet literature, the evolution of Chinese internet literature, the operations of Chinese internet literature, and the situation of internet literature.

The first aspect is the part about the definition of Chinese internet literature. I summarized the relevant literature of previous people's research on internet literature and explains the definition of internet literature from a new perspective based on my own professional knowledge and the accumulated experience as an author and reader of internet literature. From the perspective of internet literature itself, Chinese internet literature is the combination of "Internet+ literature," that is, literature uses the internet as a medium to create, interact, and read. In terms of the characteristics of internet literature, internet literature is a literary business model with the internet of thinking in the context of the "Internet+" era. What is more, internet literature has both the artistic quality of literature (literary aesthetic ideology) and the ability to operate and realize through the internet.

The second aspect is about the evolution of Chinese internet literature. Based on the first aspect of the definition of Chinese internet literature as "Internet+ Literature," I traced the timeline of the Internet entry into China. Through research, it was found that Chinese people gradually became proficient in using computers and established websites after the internet entered China. Chinese internet literature websites also came into being. The popularity of the internet in China has provided the soil for the rapid development of Chinese internet literature, and China's internet literature companies have also been listed one after another. The fact that Chinese internet literature companies can go public (Listed company) also shows the operability of the "Internet+ literature" business model.

In the third aspect, the operations of Chinese internet literature, I summarized the previous literature on the operation of internet literature and summarized that the business operation model of internet literature is the business of the "Internet+ Literature" operating model. That is the development of internet literature intellectual property. An excellent internet literature work must be a complete and high-quality content literary work. To develop a complete high-quality content literary work, it is necessary to ensure the source of creation, that is, to ensure the sustainable creation of internet literature authors. Therefore, it is necessary to provide a good internet platform creation environment for internet literature authors so that the copyright of internet literature works can be legally operated through formal channels, and the reasonable income of internet literature authors can be guaranteed. These are the things that internet literature companies should do when operating internet literature works.

In the fourth aspect, in part about the development status of Chinese internet literature, I summarized the relevant research literature, as well as the relevant experience as an author and reader of internet literature, and objectively narrated the current advantages and deficiencies in the development of internet literature. These problems can be further summarized as internet literature has a broad market and huge potential. Still, market promotion and potential development are inseparable from customers' legitimate free or paid reading through formal operating channels. The establishment and promotion of formal channels for Chinese internet literature enterprises and the good reading awareness of Chinese internet literature readers will further standardize the Chinese internet literature market.

5.1.2 Discussion on payment behavior of Chinese internet literature reader based on planned behavior theory

First of all, according to the results of the conceptual framework, people's gender, age, education, and income will not directly or indirectly influence their payment behavior. So, we should focus on the construct variables which directly or indirectly affect the payment behavior.

Through hypothesis test, it is obverse that planned behavior theory also established in Chinese internet literature payment.

People pay for internet knowledge from the attractiveness of knowledge content. Company constructs a special internet consumption environment for consumers to complete their subjective experience of consumers. Since behavior is dominated by consciousness, it is very important for a company to cultivate readers' payment awareness by constructing a virtual consumption environment. In the virtual consumption environment, the company need to analyze the influence of consumer attitude, personal subjective norms, and personal perceived behavior control.

Attitude is the positive or negative emotion that people hold about engaging in a target behavior, which is determined by the individual's main belief about the outcome of the action and the estimation of the importance of this outcome (He, 2018; Song et al., 2016). Therefore, the attitude of Chinese internet literature audiences towards Chinese internet literature payment is that Chinese internet literature audiences think about whether it is good or bad to pay for Chinese internet literature. Moreover, once the Chinese internet literature audience's attitude towards payment is formed, it will have the characteristics of being relatively lasting and stable. The research in this paper shows that Chinese internet literature readers have a stronger paying attitude, which will affect the Chinese internet literature readers to have a strong sense of payment, thus affecting the Chinese internet literature readers to have correct and standardized payment behaviors.

Therefore, in terms of attitude, whether internet literature can bring value to readers, that is, "spiritual wealth," is very important. So, "spiritual wealth" is directly related to the content conveyed by internet literature. Internet literature enterprises must never stop developing high-quality content literary works of internet literature. The development of high-quality CONTENT LITERARY WORK can make readers have a positive attitude towards internet literature, positively affect internet literature payment intention, and finally have a positive impact on readers' payment behavior.

Subjective norms are perceived pressures on whether or not a particular behavior should be performed. The formation of subjective norms is related to psychological factors such as imitation, suggestion, conformity, and obedience. Under the influence of subjective norms, people consciously or unconsciously take a certain group norm or the opinion of the majority as a criterion to form or change their attitudes and behaviors (Ajzen, 1985; Ding, 2013). The subjective norm of Chinese internet literature audiences to pay for Chinese internet literature knowledge is that consumers perceive the psychological pressure of paying for Chinese internet literature knowledge; that is, Chinese internet literature audiences think it is appropriate or not to pay for Chinese internet literature knowledge. Research shows that Chinese internet literature readers have stronger subjective norms of payment, which will affect Chinese internet literature readers to have a strong sense of payment, thus affecting Chinese internet literature readers to have correct and standardized payment behaviors. Suppose the social and collective environments promote paid reading and combating piracy. In that case, the subjective norms of individuals will tend to the norms of society and the collective and indirectly affect the final payment behavior of individuals.

Therefore, in terms of subjective norms, Whether the mainstream society recognizes internet literature in China and whether the society regards reading internet literature as desirable and encouraged or shameful and invisible, all these aspects will

affect the personal subjective norms of internet literature readers. If society positively recognizes the existence of internet literature and gives positive guidance, then reading internet literature can be regarded as a positive thing. Readers will have positive subjective norms so as to strengthen the internet literature payment intention and form the norms of internet literature payment behavior. So, internet literature enterprises should never stop establishing a positive and healthy brand image, actively accept the supervision of the state and the market, have strict tax awareness, and establish a corporate strategy with social responsibility orientation.

Perceived behavioral control refers to an individual's subjective sense of control over specific behaviors and an individual's subjective cognition and evaluation of their own abilities when participating in specific behaviors (Zhang & You, 2014). That is people's perception of how easy it is to perform a certain behavior (He, 2018). The perceptual behavioral control of Chinese internet literature audiences' payment for Chinese internet literature knowledge means that Chinese internet literature audiences judge whether they can pay for Chinese internet literature knowledge according to their specific circumstances. The research of this paper shows that Chinese internet literature readers have stronger subjective behavior control of payment, which will influence Chinese internet literature readers to have a strong sense of payment, and thus influence Chinese internet literature readers to have correct and standardized payment behaviors.

Therefore, in terms of perceived behavior control, the internet literature platform provided by the enterprise must be convenient for readers to use, and its functions should be easy to master. In the design of the internet literature platform, the interface and operation of the platform should be as "silly" as possible so that all readers can easily join the internet literature platform and internet literature platform community. The enterprise must make reasonable use of the knowledge of operations management and effectively combine the thinking of operations management into the

operation of the internet literature platform. What is more, Internet literature companies should try to combine marketing knowledge to sell reading paid chapters. Such as discounts, promotions, and other promotional activities. In terms of the layout of internet literature content, the internet literature companies should consider the personal time arrangement of different readers to classify the content and match consumers through big data analysis. Through this series of ways, readers have positive perceived behavior control, and then form the intention to pay, so as to reader's payment behavior.

5.1.3 Discussion on payment behavior of Chinese internet literature reader based on social capital theory

As a business model of "Internet+ literature" to form high-quality CONTENT LITERARY WORK cultivation and development, internet literature enterprises are based on the Internet. Therefore, the consumption environment of virtual society constructed by internet literature enterprises for readers is critical.

First of all, it should be emphasized that although internet literature companies emphasize the importance of literature itself when promoting, in terms of the nature of internet literature companies, they are still legal entities for the purpose of profit. Therefore, the operation and development of internet literature enterprises also need to consider achieving profits as far as possible under their own business model. In this process, internet literature enterprises should pay attention to the amount of internet literature-related social capital that they provide for consumers. When internet literature enterprises provide consumers with more internet literature related to virtual social capital, they can indirectly increase the internet literature readers' payment behavior and make profits.

This paper refers to the classification of social capital by Nahapiet and Ghoshal (1998) and divides social capital into three dimensions, namely structural

social capital, cognitive social capital, and relational social capital. And use these three dimensions to analyze the social capital possessed by internet literature readers and related to the payment of internet literature knowledge.

Therefore, internet literature enterprises should consider three aspects to help readers accumulate internet literature-related social capital.

Structural social capital refers to the connections among individuals or groups in social relations. According to hypothesis tests, the structural social capital of Chinese internet literature readers positively affects the payment attitude, payment subjective norms, payment perceived behavior control, and payment intention of Chinese internet literature readers.

Therefore, according to the CONTENT LITERARY WORK business operation model of "Internet+ Literature," the Chinese internet literature company should realize the necessary responsibility to design and construct a high-quality Chinese internet literature platform that forms the foundation of the virtual social capital of the Chinese internet literature readers. What is more, structural social capital shows that the attractiveness of internet literature platforms provided by internet literature companies is very important. In order to actively strengthen the connection between the Chinese internet literature platform and the Chinese internet literature readers, Chinese internet literature companies should provide a simple and easy-to-operate Chinese internet literature platform, pay attention to the service quality of internet readers' services, and regularly hold some internet literature-related activities, so as to strengthen the connection between the Chinese internet literature platform and the readers and improve the structural social capital of internet literature readers.

Cognitive social capital refers to resources that provide a common vision, common goals, and common values. According to hypothesis tests, cognitive social capital of Chinese internet literature readers positively affects the payment attitude,

payment subjective norms, payment perceived behavior control and payment intention of Chinese internet literature readers. So the maintenance and operation of the virtual community provided by the internet literature platform is also very important. Only when the virtual community environment is well maintained, and members in the platform or community have common goals and values can readers' knowledge of payment behavior be indirectly provided.

Therefore, Chinese internet literature companies should pay attention to the existing paying groups for Chinese internet literature knowledge and pay attention to maintain the existing paying groups (customers). That is, it is necessary to actively understand the reasons why the existing paying groups pay and the vision, goals, and values held by consumers themselves. Chinese internet literature platforms should actively respond to the paying group's vision, goals, and values. During the operation of the Chinese internet literature platform, a series of paid member activities can be carried out by building a paid membership community. For example, recommending fine literary works, holding meetings between authors and readers, giving rebates to paid readers, supporting paying readers to turn into authors, even providing some online part-time jobs in the internet literature platform community, etc.

Relational social capital refers to the relationship between individuals and others through long-term exchanges and repeated interactions, including the trust of individuals to individuals, individuals to groups, or groups to groups. According to hypothesis tests, the relational social capital of Chinese internet literature readers positively affects the payment attitude, payment subjective norms, payment perceived behavior control, and payment intention of Chinese internet literature readers. Only if the internet literature platform establishes an image of honesty and trustworthiness, pays attention to its brand reputation, and has an image of honesty and integrity can it win readers' trust and indirectly promote the payment behavior of readers.

Therefore, Chinese internet literature companies should pay attention to their business reputation and pay more attention to the honest operation and operation quality of Chinese internet literature platforms. Integrity operation is the basic operating principle. In the operation of the Chinese internet literature platform, it is necessary to seek truth from facts and fulfill commitments. Operational quality is the degree to which commitments are fulfilled, and high operational quality enables Chinese internet literature platforms to operate with integrity. The high-quality operation of the Chinese internet literature platform can avoid the bad consequences that after the Chinese internet literature platform makes a promise to the audience of the Chinese internet literature platform, it wants to fulfill the promise but is unable to do it. For example, when operating a Chinese internet literature platform, companies should pay attention to whether each platform activity they organize can be carried out effectively, whether the process of the activity is open and transparent, and whether it can make the audience of the Chinese internet literature platform feel fair and trustworthy.

5.1.4 Discussion on payment behavior of Chinese internet literature reader based on planned behavior and social capital

First of all, it needs to be clear that the direct provider of internet literature is internet literature enterprises. Therefore, when internet literature readers are reading internet literature, they pay for internet literature knowledge, and the most direct beneficiary is internet literature enterprises. In other words, internet literature enterprises profit from the payment behavior of internet literature readers.

Secondly, as an essential part of China's cultural industry, the development of internet literature development has enabled the cultural industry development that the country is concerned about. China's policy of building a culturally powerful country has been implemented in the field of internet literature.

In addition, internet literature readers are the consumer group of internet literature. When readers pay for a reading, the internet literature works they pay for are the "products." High-quality and inexpensive internet literature products can meet the spiritual needs of readers to increase their knowledge.

Therefore, the most direct beneficiary of the research results of this paper is Chinese internet literature enterprises, and the indirect beneficiary is the Chinese internet literature industry and Chinese internet literature readers.

According to the hypothesis test, this paper finds the result that there is a positive relationship between the social capital of internet literature readers (audiences) and the planned behaviors of internet literature readers (audiences). This paper's research results and suggestions can effectively guide the development of internet literature enterprises and thus be beneficial to the construction of social demands for cultural industries.

First of all, the virtual internet literature platform set up by internet literature enterprises for readers constructs the special social relationship between people in the virtual internet -- virtual internet social relationship. The virtual internet social relationship is the beginning of the internet literature social capital owned by internet literature readers. This kind of virtual internet social environment constructed by the internet literature platform not only includes the relationship between internet literature authors and internet literature readers but also includes the relationship between all human beings who use the internet literature platform. In the virtual internet social relationship, no matter what social identity users have in reality, they will interact with each other in the virtual internet literature platform environment according to the virtual social rules provided by the internet literature platform. Therefore, the quality of the platform built by internet literature will directly affect the amount of virtual social capital of internet literature readers. In addition, the virtual platform of internet literature should avoid technical problems such as server failure.

In the development of additional functions of the internet literature platform, the "ease of use" of products should be considered, that is, easy to understand and use, and highly professional and technical thresholds should be avoided.

Through the research of this paper, the structural capital of internet literature readers will affect the attitude, subjective norms, and perceived behavioral control of the internet literature readers. That is, the close connection between the internet literature platform and readers can reflect the degree of readers' love for internet literature, the degree of internet literature reading behavior social recognition. The close connection between the internet literature platform and readers can also reflect whether readers have time, money, and reading ability. Therefore, as an internet literature enterprise, it should construct a healthy and friendly internet literature reading environment for the internet literature readers and improve the quality and function of the internet literature platform.

Internet literature enterprises must ensure that the literary text content provided by their platforms is readable and interesting and, at the same time, push appropriate text content strictly according to the age of readers. Especially minors should be guided to read healthy, optimistic, and positive knowledge and stories. Internet literature enterprises should avoid pushing minors to read adult texts that do not conform to physical and mental health. Therefore, internet literature platforms should set up text supervision departments to review the text content pushed to minors. If internet literature establishes a healthy reading, convenient reading, and exquisite content brand image, then internet literature readers will not think that reading internet literature is a behavior of "losing face." Good internet literature stories will be shared among the readers and inspire readers to innovate and create.

Moreover, Chinese internet literature companies should safeguard the legitimate rights and interests of Chinese internet literature authors, strictly ensure that contracts are fair, notarized, and open, and establish that those capable will work more

and earn more for more work. In survival of the fittest, suitable creators are selected for training, leading social civilization, and positive values.

Finally, the Chinese internet literature platform should actively cultivate Chinese internet literature readers' awareness of paying for reading. Internet literature readers should not be allowed to support piracy without a sense of right or wrong.

Chinese internet literature enterprises can formulate reasonable development strategies in terms of the social capital of Chinese internet literature readers. By continuously improving the social capital of Chinese internet literature readers, it ultimately guides Chinese internet literature payment behavior indirectly to respond to the requirements of the state to regulate the Chinese internet literature market.

5.2 Research contribution

5.2.1 Academic contribution

First, this thesis enriches the research in the field of internet literature research. Through the quantitative research method, the relevant factors affecting the Chinese internet literature audience's knowledge of payment behavior are systematically analyzed, and the conclusion is verified through data analysis. Then, through the research of this paper, it verifies the applicability of planned behavior theory in the research of Chinese internet literature audience's knowledge of payment behavior. Through data analysis, the theory of planned behavior can be used to explain the payment behavior of Chinese internet literature readers. In addition, the research of this thesis verifies the feasibility of using social capital to explore the payment behavior of Chinese internet literature readers. At the same time, through the research of the thesis, the researchers confirm that there is a positive correlation between the social capital of Chinese internet literature readers and the planned behavior of Chinese internet literature readers in the study of Chinese internet literature readers'

payment behavior. It also increased the academic research on the relationship between social capital and planned behavior theory.

5.2.2 Practical contribution

China's "Qinglang" series of special campaigns have listed the rectification of online entertainment and hot spot rankings as the focus of governance. They emphasize the comprehensive promotion of civilized network operation, civilized use of the internet, civilized internet access, and civilized development of the internet, highlighting the importance of the construction of network civilization (Li, 2021). As the representative of the "Internet+ literature industry," Chinese internet literature should be positive, healthy, and civilized. Through the research of this paper, the social capital of the Chinese internet literature audience will affect the Chinese internet literature audience's payment attitude, subjective behavior norms, perceived behavior control, and payment intention, which in turn indirectly affects the Chinese internet literature audience's payment behavior.

After clearing the influence of social capital and planning behavior on the audience of Chinese internet literature, I put forward countermeasures and suggestions for Chinese internet literature enterprises: Chinese internet literature enterprises should actively respond to the national policies and guidelines, cooperate with national policies, and regulate the Chinese internet literature market. In addition, by increasing the social capital of Chinese internet literature audiences, Chinese internet literature companies indirectly enhance the payment intention of Chinese internet literature audiences, which is also conducive to the company's profitability. In order to form a good ecological cycle of the Chinese internet literature industry, it is necessary to cultivate excellent authors, maintain a civilized Chinese internet literature creation environment, recommend high-quality Chinese internet literature

works, cultivate readers' awareness of copyright protection and standard Chinese internet literature and literature channels to pay for a reading.

The operation of a good business model should benefit the enterprise and have a positive effect on society. In the business operation model of "Internet+ Literature," Chinese internet literature platform companies make profits by paying consumers to read and distribute them proportionally to Chinese internet literature authors and, at the same time, strengthen the copyright protection awareness of Chinese internet literature readers. Therefore, studying the influencing factors of Chinese internet literature readers on Chinese internet literature payment behavior is conducive to promoting the establishment and promotion of formal channels for Chinese internet literature enterprises, protecting the legal copyright income of Chinese internet literature authors, and helping to cultivate the standardized reading awareness of Chinese internet literature readers. This is conducive to the healthy development of the Chinese internet literature market.

5.3 Research limitation

First, the research of this thesis mainly focuses on the payment behavior of Chinese internet literature readers and avoids rampant piracy by regulating the payment behavior. This thesis conducts research from a macro perspective and discusses the social environment and the platform environment provided by internet literature enterprises. Taking the operation mode of Chinese internet literature enterprises as an entry point, this paper gives suggestions for Chinese internet literature enterprises to improve the payment of Chinese internet literature readers. There is no specific discussion on consumer behavior characteristics from the perspective of individual psychological needs of Chinese internet literature readers. For example, according to the five levels of Maslow's needs, what kind of

psychological needs are the audiences in when they consume. The paper also does not explicitly explain the demands of Chinese internet literature authors and the construction of marketing channels for Chinese internet literature companies.

Second, in the analysis process, the use of regression analysis is more intuitive, but it is not enough to explain the relationship between all variables in the entire model. It is more challenging to use structural equation model analysis. There is no additional explanation of the impact of some control variables (gender, age, education, income level, etc.) participating in the structural equation model analysis.

Third, this paper verifies a positive relationship between social capital and planned behavior. But this relationship is only established when studying the payment behavior of specific Chinese internet literature audiences. The same model may not hold for other consumer behavior studies.

5.4 Further research

First, future research can explore the demands of internet literature creators from the perspective of internet literature creators. Or only from the perspective of the operation and management of internet literature enterprises to discuss the advantages and disadvantages of internet literature enterprise operation. Or from the perspective of the construction of marketing channels for internet literature enterprises, to explore whether the internet literature marketing channels can effectively meet the market demand. The above research will be conducive to the further regulation and development of the internet literature market.

Second, in future research, researchers can analyze Chinese internet literature business model into different culture background, explore overseas readers' internet literature payment behavior.

Third, future research can also use the model of this thesis to try to study other consumer payment behaviors. For example, using the model of this paper to study online short video payment phenomena.



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APPENDICES

Appendix 1: Questionnaire's Cover Page

Cover letter

Dear Sir/Madam,

This letter confirms that Mrs. Lamu Zhuoma is a Ph.D. candidate at the International College of National Institute of Development Administration (ICO NIDA), Thailand. Her dissertation title is “Payment behavior of Chinese internet literature reader: the use of planned behavior and social capital theories.” This research project is a partial fulfillment of the Ph.D. in Management at ICO NIDA conducted under the supervision of Associate Professor Dr. Aweewan Panyagometh.

We shall feel much obliged and remain grateful to you if you kindly supply the necessary information/data to the audiences of your internet literature platform as needed. The information collected will be kept highly confidential and used purely for academic purposes. In case of any concerns, please feel free to contact her advisor, **Associate Professor Dr. Aweewan Panyagometh**, at +66 (0)2-727-3552 or aweewan.m@nida.ac.th.

Thank you for your collaboration.

We are looking forward to your positive response.

Appendix 2: Questionnaire in English



SURVEY QUESTIONNAIRE

Dear Respondents,

I am Lamu Zhuoma, currently taking my Doctor of Philosophy in Management at the International College of NIDA Thailand. I am conducting a study on **“Payment behavior of Chinese internet literature reader: the use of planned behavior and social capital theories.”** I would like to request your participation in my study by completing the survey questions below.

This questionnaire is entirely anonymous, and whatever information you furnish here will be dealt with the utmost confidentiality. Please answer the questions as honestly as possible. There are no right or wrong answers.

Thank you very much!

PART 1 Personal Information

For each of the following items, please place a check mark onto the appropriate box.

Gender	<input type="checkbox"/> Male		<input type="checkbox"/> Female	
Age	<input type="checkbox"/> Under 18	<input type="checkbox"/> 18~29	<input type="checkbox"/> 30~40	<input type="checkbox"/> Over 40
Education level	<input type="checkbox"/> Junior high school and below	<input type="checkbox"/> High school	<input type="checkbox"/> Undergraduate	<input type="checkbox"/> Master degree and above
Income (Per Month: ¥)	<input type="checkbox"/> 3,000 and below	<input type="checkbox"/> 3,000~5,000	<input type="checkbox"/> 5,001~10,000	<input type="checkbox"/> 10,000 and above
internet literature reading experience			<input type="checkbox"/> Yes	<input type="checkbox"/> No
whether you have ever paid for internet literature			<input type="checkbox"/> Yes	<input type="checkbox"/> No

PART 2 Social Capital and Planned Behavior						
Please read each item carefully and circle the appropriate number in the box that reflects your answer.						
5=Strongly Agree; 4=Agree; 3=Neutral; 2=Disagree ;1=Strongly Disagree						
Social Capital						
Structural Social Capital		Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
1	I have a close connection with internet literature platform.	5	4	3	2	1
2	I spent a lot of time interacting on internet literature platform.	5	4	3	2	1
3	I have frequent communication on internet literature platform.	5	4	3	2	1
Cognitive Social Capital		Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
1	Internet literature paid members have a common vision.	5	4	3	2	1
2	Internet literature paid members have common goals.	5	4	3	2	1
3	Internet literature paid members have common values.	5	4	3	2	1
Relational Social Capital		Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
1	Paid reading of internet literature is reliable.	5	4	3	2	1
2	Paid reading of internet literature can be trusted, there are just few uncertainties.	5	4	3	2	1
3	In general, I can rely on internet literature vendors to keep the promises that they make.	5	4	3	2	1
Planned Behavior						
Payment Attitude		Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
1	For me to pay to read internet literature is pleasant.	5	4	3	2	1
2	For me to pay to read internet literature is valuable.	5	4	3	2	1
3	For me to pay to read internet literature is enjoyable.	5	4	3	2	1
Payment Subjective Norms		Strongly	Agree	Neutral	Disagree	Strongly

		agree				Disagree
1	My family and friends can accept my behavior of paying for reading internet literature.	5	4	3	2	1
2	If most people think that paying for reading internet literature is right, I might do it.	5	4	3	2	1
3	I saw other people paying to read internet literature, it made me want to pay to read internet literature.	5	4	3	2	1
Payment Perceived Behavior Control		Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
1	I can master payment methods of the internet literature platform.	5	4	3	2	1
2	I have time for paid reading of internet literature knowledge.	5	4	3	2	1
3	I have the financial resources for paid reading of internet literature.	5	4	3	2	1
Payment Intention		Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
1	In general, I am willing to pay for my favorite internet literature works.	5	4	3	2	1
2	If possible, I am willing to become a paid member of internet literature platform.	5	4	3	2	1
3	If possible, I am willing to continue to paid for reading internet literature.	5	4	3	2	1
Payment Behavior		Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
1	If possible, I pay to read my favorite internet literature works.	5	4	3	2	1
2	If possible, I buy internet literature works.	5	4	3	2	1
3	If possible, I pay for internet literature.	5	4	3	2	1

Appendix 3: Questionnaire in Chinese



尊敬受访者：

我是卓玛拉姆，目前正在泰国国立发展管理学院国际学院攻读管理学博士学位。我正在从事“中国网络文学读者的付费行为:计划行为与社会资本理论的运用”的研究。我想邀请您通过完成以下问卷，参与我的研究。

这是一份完全匿名的问卷，您作答时提供的信息都能得到保密。请尽可能如实地回答每一个问题。您的答案没有正确或错误之分。

非常感谢您的参与！

第一部分 基本信息				
下列每一组选项，请在恰当的方框中打勾☑。				
性别	<input type="checkbox"/> 男		<input type="checkbox"/> 女	
年龄	<input type="checkbox"/> 18 岁以下	<input type="checkbox"/> 18~29	<input type="checkbox"/> 30~40	<input type="checkbox"/> 40 岁以上
教育背景	<input type="checkbox"/> 初中及以下	<input type="checkbox"/> 高中	<input type="checkbox"/> 大学	<input type="checkbox"/> 硕士及以上
月收入（人民币）	<input type="checkbox"/> 3,000 以下	<input type="checkbox"/> 3,000~5,000	<input type="checkbox"/> 5,001~10,000	<input type="checkbox"/> 10,000 以上
是否阅读过网络文学			<input type="checkbox"/> 是	<input type="checkbox"/> 否
是否对网络文学进行过付费			<input type="checkbox"/> 是	<input type="checkbox"/> 否

第二部分 社会资本和计划行为						
请仔细阅读每一个问题，并在方框中圈出您的回答。						
5=非常同意；4=同意；3=一般；2=不同意；1=非常不同意						
社会资本						
结构资本		非常同意	同意	一般	不同意	非常不同意
1	我与网络文学平台关系紧密。	5	4	3	2	1
2	我在网络文学平台上花了很多时间互动。	5	4	3	2	1
3	我经常在网络文学平台上交流。	5	4	3	2	1
认知资本		非常同意	同意	一般	不同意	非常不同意

1	网络文学付费成员有着共同的愿景。	5	4	3	2	1
2	网络文学付费成员有着共同的目标。	5	4	3	2	1
3	网络文学付费成员有着共同的价值观。	5	4	3	2	1
关系资本		非常同意	同意	一般	不同意	非常不同意
1	网络文学付费阅读是靠谱的。	5	4	3	2	1
2	网络文学付费阅读是可以信赖的，不确定因素很少。	5	4	3	2	1
3	总的来说，网络文学平台能兑现他们的承诺。	5	4	3	2	1
计划行为						
知识付费态度		非常同意	同意	一般	不同意	非常不同意
1	对我来说，付费阅读网络文学是愉快的。	5	4	3	2	1
2	对我来说，付费阅读网络文学是有价值的。	5	4	3	2	1
3	对我来说，付费阅读网络文学知识是一种享受。	5	4	3	2	1
知识付费主观规范		非常同意	同意	一般	不同意	非常不同意
1	我的家人和朋友可以接受我付费阅读网络文学的行为。	5	4	3	2	1
2	如果大多数人认为付费阅读网络文学是正确的，我可能会这样做。	5	4	3	2	1
3	我看到其他人付费阅读网络文学，使我想付费阅读网络文学。	5	4	3	2	1
知识付费感知行为控制		非常同意	同意	一般	不同意	非常不同意
1	我能掌握网络文学平台的付费方式。	5	4	3	2	1
2	我有时间进行网络文学付费阅读。	5	4	3	2	1
3	我有财力进行网络文学付费阅读。	5	4	3	2	1
知识付费意愿		非常同意	同意	一般	不同意	非常不同意
1	总的来说，我愿意为自己喜欢的网络文学作品付费。	5	4	3	2	1
2	如果有可能，我愿意成为网络文学平台的付费会员。	5	4	3	2	1
3	如果有可能，我愿意继续进行网络文学付费阅读。	5	4	3	2	1
知识付费行为		非常	同意	一般	不同	非常不

		同意			意	同意
1	如果可以，我付费阅读我最喜欢的网络文学作品。	5	4	3	2	1
2	如果可以，我购买网络文学作品。	5	4	3	2	1
3	如果可以，我为网络文学知识付费。	5	4	3	2	1



BIOGRAPHY

Name-Surname

Miss Lamu Zhuoma

Academic Background

Bachelor's Degree with a major in International Economy and Trad at Yunnan Normal University, Yunnan, China in 2015.

Master's Degree with a major in Financial Management at National Institute of Development Administration, Bangkok, Thailand in 2017.

