



Consumers' Online Shopping Intentions on Short Video E-Commerce Platforms - An empirical study of Douyin Mall

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ABSTRACT

The effect of trust on shopping behavior intention (BI) was added to the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) in order to find out what makes Chinese consumers and Chinese students in Thailand who use Douyin Mall want to shop. The findings are based on regression analysis and equation modeling using SPSS software, with a total of 358 sample data collected from Chinese consumers and Chinese students in Thailand. All the constructs of UTAUT2, namely Facilitating Conditions, Performance Expectancy, Effort Expectancy, Social Influence, Habit, Hedonic Motivation, Price Value, and Trust, exhibit a significant relationship with Behavioral Intention towards online shopping. This study also finds that Trust was reported to have the strongest influence on behavioral intention to shop at the Douyin Mall. This study discussed the consumer purchase intention at Douyin Mall. Based on the findings of the study, developers can better understand the needs and intentions of users by conducting research on consumer purchase intention on the short video shopping platform.

Keywords: Consumer Behavioral Intentions, Douyin Mall, Online Shopping, China, UTAUT2

INTRODUCTION

Global business practices around the world have been revolutionized by the rapid development of technology and the spread of the Internet. One of the most significant outcomes of this digital transformation is the development of e-commerce platforms, which have reshaped the retail landscape and opened up new opportunities for businesses and consumers alike. (Albérico & Ricardo, 2021) (Tobias et al. 2022). The development of global e-commerce platforms has unfolded over the past few decades, propelled by technological advancements and changing consumer behaviors. Global e-commerce sales will cross the \$5 trillion mark in 2022, marking a historic achievement. By 2025, total spending will surpass \$7 trillion despite sluggish growth (Ethan, 2022). The presence of platforms like Amazon, Walmart, eBay, and Alibaba has significantly shaped the e-commerce industry. According to Digital Commerce 360's estimation, U.S.-based companies included in the Top2000 list are likely to experience significant domestic growth in the year 2022, with an expected increase of 6.2% to reach \$784.38 billion (Digital Commerce 360, 2022) These platforms have not only facilitated online transactions but have also created ecosystems that encompass various services, including logistics, payment processing, and customer support. Therefore, they have established their dominance in the global e-commerce sector.

Amazon, Walmart, eBay, and Alibaba have achieved success due to their knack for delivering convenient and safe online shopping experiences, a wide array of products available, competitive pricing, and dependable delivery services. The outcome has been exponential sales growth and a fundamental shift in the way people worldwide engage in commerce. China's e-commerce boom started with the establishment of Alibaba in 1999, which then launched its Taobao platform in 2003. (Yang, 2019) Since then, the way Chinese people shop has changed tremendously. According to the China Power Project, China's Gross National Income (GNI) per capita has grown more than ten-fold since 2000, reaching \$10,410 in 2019. (China Power Team, 2017) This growth has been significantly influenced by prominent e-commerce platforms in China, including Taobao, JD (Jingdong), and PDD. As of 2021, Alibaba and JD.com have a combined market share of more than 60% in China's B2C E-Commerce market. (Yang, 2019)

Taobao, launched in 2003, quickly emerged as a leading consumer-to-consumer (C2C) platform, allowing individuals to buy and sell a wide range of products. (Taobao, 2022) In December 2022, almost 1.1 billion people in China were actively using their mobile devices to make purchases. With more than 892 million active users each month as of March 2023, Taobao was one of the most well-liked shopping apps in the nation. (Thomala, 2022) JD, founded in 1998, shifted its focus to business-to-consumer (B2C) e-commerce, ensuring quality control and enhanced customer experiences. In 2023, the company reported total revenues of US\$202.6 billion, an increase of 23.4% from 2022, mainly driven by the growth of its online retail and online marketplace businesses. (JD.com, 2023) PDD, a relative newcomer established in 2015, gained popularity through its innovative group-buying model, enabling consumers to enjoy discounted prices by forming purchasing groups. PDD's total revenue in 2022 was RMB1,057.9 billion (US\$153.4 billion), up 61.8% from the previous year. The growth in transaction services and online marketing services revenues, which together represented 63.5% and 36.5% of total sales, respectively, was the main driver of the increase. (PDD Holdings, 2023).

Global pandemics have become more common in recent decades, such as SARS in 2003, H5N1 in 2006, and H1N1 in 2009, all of which impacted corporate activity and economic growth (Chung, 2015). The outbreak of epidemics, such as the COVID-19 pandemic, has further accelerated the development of e-commerce platforms in China. Amid lockdowns and social distancing measures, consumers increasingly turned to online shopping, causing a surge in e-commerce sales. This period also marked a shift in consumer preferences, with a greater emphasis on essentials, health care, and online entertainment. At the time of the COVID-19 epidemic, Douyin officially launched Douyin Mall in March 2021. (Zhe, 2021) Douyin, often known as TikTok outside of China, began as a short video platform that quickly grew in popularity among youthful users worldwide. Six hundred million of China's 1.4 billion people use Douyin on a regular basis, with 400 million searching for videos. (Red Digital China, 2021) Douyin is popular with the younger generation (about 85 percent of users are under 30 years old) because they can spend hours scrolling through 10-30-second videos. (Red Digital China, 2021).

Recognizing the opportunity to integrate e-commerce into its platform, Douyin offered a number of features that enabled a smooth buying experience within its app. This was a big shift, as it leveraged its large user base and addictive content to generate e-commerce sales. The gross merchandise value (GMV) of Douyin increased 320% year on year in the fiscal year ending in April, as the company sold more than 10 billion products. (Lee et al., 2021). Douyin's

e-commerce endeavors have produced remarkable outcomes, with a substantial rise in sales volumes. By effectively utilizing its recommendation engines and advanced user targeting capabilities, Douyin has achieved success in connecting users with relevant products, stimulating impulsive purchases, and enhancing overall user engagement. The incorporation of e-commerce aspects within the platform has elevated Douyin to the forefront of the Chinese e-commerce industry. Douyin is expected to continue its growth and success in the e-commerce sector for the foreseeable future. With its expanding user base, marketers have the opportunity to target a sizable audience and devise novel marketing strategies. Douyin holds immense potential in defining the landscape of social commerce by fusing entertaining content with hassle-free buying experiences, further blurring the lines separating entertainment from e-commerce.

Thus, this study aims to investigate consumers' shopping behavior when they shop using the Douyin Mall. This study will also examine whether there is a significant relationship between consumers' purchases and their motivation. The results of this study will provide insights into how to build a user-friendly platform.

LITERATURE REVIEW

Facilitating conditions

Facilitating conditions predict behavioral intention toward the acceptance of information technology. It refers to the degree to which an individual believes that an organizational and technical infrastructure exists to support use (Venkatesh et al., 2012). According to the UTAUT2 paradigm, this construct influences behavioral intention as well as usage behavior (Chopdar & Sivakumar, 2019; Hanif et al., 2022; Mosquera et al., 2018). The adoption of short-form video e-commerce platforms, mobile devices, personal knowledge, and assistance from others are included in the facilitating conditions in the current study. Therefore, the hypotheses 1 is proposed:

H1: Facilitating conditions will positively impact behavioral intention.

Performance expectancy

Performance expectancy is the extent to which individuals believe that using the system will help improve shopping performance (Venkatesh et al., 2012). Adapted performance expectations for live shopping consider how customers perceive the benefits of utilizing short-form video e-commerce platforms (Zhou et al., 2021) In previous studies, e.g., live-streaming shopping, this construct was significantly manifested as a determinant of behavioral intention (Widyanto et al., 2020), mobile shopping (Hanif et al., 2022; Tak & Panwar, 2017) and live-streaming shopping (Sun, 2022). According to earlier studies, hypotheses 2 is proposed:

H2: Performance expectation will positively impact behavioral intention.

Effort expectancy

Effort expectancy refers to the degree of ease associated with the use of a system by consumers (Venkatesh et al., 2012). It is similar to the Technology Acceptance Model's perceived ease of use (Davis et al., 1989), which has been shown to have a significant impact on people's willingness to engage in online shopping (Nagy & Hajdú, 2021), and mobile banking (Mahakunajirakul, 2022). In this study, effort expectancy involves ease of utilizing, selection, payment method, and interaction of live-streaming shopping (Hanif et al., 2022; Zhou et al., 2021). According to earlier studies, hypotheses 3 is proposed:

H3: Effort expectation will positively impact behavioral intention.

Social influence

Social influence predicts behavioral intention towards the acceptance of information technology. It refers to how other people important to the users such as family, friends, and colleagues impact the way users interact with a particular technology (Venkatesh et al., 2012). The present study on social influence includes family, friends, colleagues, supervisors, key opinion leaders, and societal tendencies. Significant people's experiences will influence consumer shopping intentions toward short-form video e-commerce platforms. Previous literature mentions that social influences is a key factor in online purchases in Vietnam (Doan, 2020), mobile shopping in Pakistan (Hanif et al., 2022), mobile banking usage in Albania (Çera et al., 2020), and internet banking services in Gujarat (Patel & Patel, 2018). Therefore hypothesis 4 is proposed as follows:

H4: Social influence will positively impact behavioral intention.

Habit

Habit represents previous experience feedback and is thus linked to consumer decisions to use new technologies, both in terms of behavioral intent and actual usage behavior (Zhou et al., 2021). Droogenbroeck and Hove (2021) found that habit influenced both use intention and the actual use of online grocery shopping in Belgium. Therefore hypothesis 5 is proposed as follows:

H5: Habit will positively impact behavioral intention.

Hedonic motivation

Hedonic motivation is defined as the user's pleasure in using a system (Venkatesh et al., 2012). According to Falode et al. (2016), Hedonic shopping is an excellent shopping experience in which customers may have a satisfactory emotional reaction to the activity regardless of whether they make a purchase. Compared to traditional online shopping, short-form video e-commerce shopping combines entertaining aspects by having KOLs in the event (Wang et al., 2021). Therefore hypothesis 6 is proposed as follows:

H6: Hedonic motivation will positively impact behavioral intention.

Price value

Price value means the perceived benefits of using technology are greater than the perceived monetary cost incurred to use the technology (Mosquera et al., 2018; Zhou et al., 2021). There is an important distinction between the consumer and corporate contexts in which UTAUT was established (Venkatesh et al., 2012). A previous study found that pricing value has a substantial effect on the continuation intention of mobile shopping applications (Chopdar & Sivakumar, 2019). Therefore hypothesis 7 is proposed as follows:

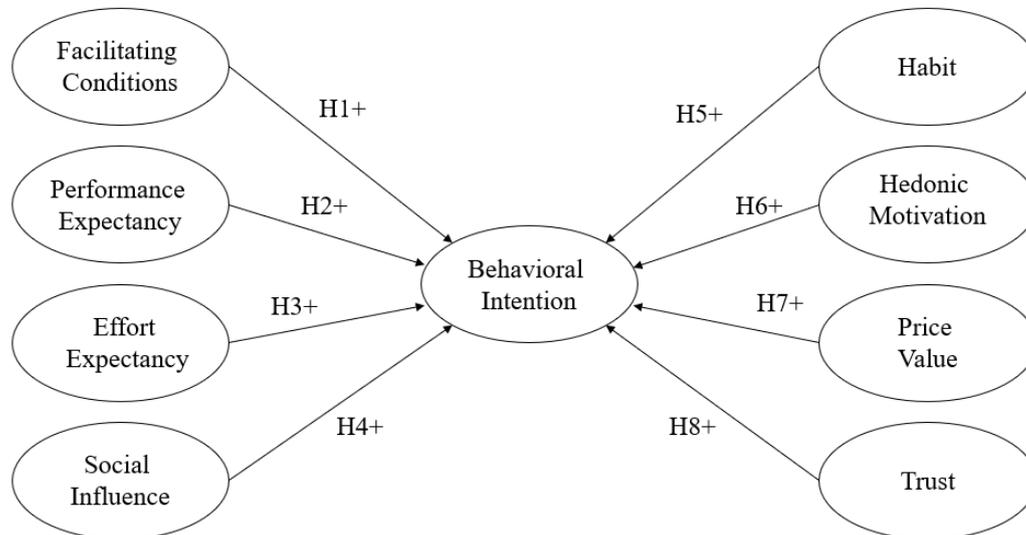
H7: Price value will positively impact behavioral intention.

Trust

Trust is an individual's subjective assessment of the trustworthiness, honesty, consistency, and aptitude of another person or company (Alalwan et al., 2017). Consumers frequently utilize internet technology for receptive information-related tasks (Venkatesh et al., 2016). Thus, trust is an essential concept that is commonly used as a determinant for influencing both behavioral intention and usage behavior in a wide range of fields, especially in the electronic context. Despite prior research showing the importance of trust in both behavioral intention and usage behavior in online shopping, it is still necessary to be involved in the context of short-form video e-commerce shopping. Therefore hypothesis 8 is proposed as follows:

H8: Trust will positively impact behavioral intention.

Figure 1: Proposed Hypothesized Model



RESEARCH METHODOLOGY

Research design

In order to study the trend of Douyin Mall, an online survey was devised to collect quantitative data for the purpose of testing the proposed hypothesis. Researchers use online surveys to measure consumer purchase intentions. This study uses an empirical research approach to examine the relationship between consumers' Facilitating Conditions, Performance Expectancy, Effort Expectancy, Social Influence, Habit, Hedonic Motivation, Price Value, Trust, and Behavioral Intention. The questionnaire used for this study has been adapted from existing literature (Venkatesh et al., 2012). The survey consisted of several dimensions, following: Facilitating Conditions, Performance Expectancy, Effort Expectancy, Social Influence, Habit, Hedonic Motivation, Price Value, and Trust. Its purpose was to evaluate the relationship between online shopping intention and Behavioral Intention. On the other hand, online shopping intention is the dependent variable, along with demographic information such as gender, age, educational background, and income. The data will be analyzed to draw conclusions and suggest improvements.

Scale measurement

The survey utilized in this study was developed by drawing upon existing scholarly literature. (Venkatesh et al., 2012). Based on previous studies, online shopping can be described as a form of human-computer interaction behavior. Therefore, using the Extended Unified Theory of Acceptance and Use of Technology (UTAUT2) presents an appropriate theoretical framework for exploring the core variables that impact consumers' online purchasing behavior. According to the study conducted by Tak and Panwar, it has been established that the UTAUT2 model shows significant explanatory ability in various situations, including online shopping, in-store smartphone usage, mobile banking, and the use of communication technology. Moreover, it is widely used in the field of consumer behavior. (Venkatesh,2012).

Thus, the present study has its basis in the UTAUT2 model, aiming to assess the factors that impact consumer behavior in online purchasing. This study only examines the behavioral intentions of consumers, resulting in a reduction of the usage behavior variable in the original model. The present study employs a quantitative methodology to evaluate the proposed theoretical framework. A two-part online self-administered questionnaire was used to collect data for this study. The first part is demographic data, the demographic questionnaire covers the gender, age, educational background, income and online shopping of the respondents. The second part consisted of a Likert scale with seven points, ranging from 1 (Strongly Disagree) to 7 (Strongly Agree). This scale was used to measure the opinions or behaviors of the participants. There was a total of 39 questions, adapted from Venkatesh.

Data collection

The survey was conducted using an online questionnaire. The survey included both the Chinese and English languages in order to accommodate the selected participants for this study, who consisted of consumers from mainland China and Chinese students living in Thailand. The questionnaire was formulated and finalized in July of 2023, and then administered and completed. A predefined search was introduced into the research to assess potential participants' suitability, asking whether respondents have used shopping activities through the Douyin Mall platform. Only those respondents who confirmed their prior experience were able to proceed to the after question. It is difficult to conduct on-site surveys in mainland China so we used the Convenience Sampling Method. Based on the convenience sampling method questionnaire intermediaries in mainland China were commissioned to send and receive uniform questionnaires. The data collection period spanned from July to August 2023, utilizing an online questionnaire administered through Google Forms. Personal information like names and email addresses were not collected in order to maintain confidentiality, and participants were informed that the survey could be launched at any time. The primary data was collected from consumers residing in mainland China. A grand total of 358 responses were obtained.

Operationalization of variables

This study includes nine distinct independent variables, specifically Facilitating Conditions, Performance Expectancy, Effort Expectancy, Social Influence, Habit, Hedonic Motivation, Price Value, Trust, and the Association between Behavioral Intention.

Initially, an exploratory factor analysis (EFA) was performed utilizing the Statistical Package for the Social Sciences (SPSS) software in order to ascertain the validity of the variables. Then, a reliability test was conducted for each individual variable. The inclusion of control variables was done to improve the appropriateness of the model. The mean scores for all variables were computed, and comparisons were conducted to assess the validity of the concepts.

Data analysis techniques

The data utilized in this study was acquired through the use of the Statistical Package for the Social Sciences (SPSS) version 25. The responses were recorded and stored in the (sav) format for after data analysis using SPSS. The statistical software SPSS was employed to conduct an analysis of means for demographic information and online shopping intentions. In addition, a bivariate correlation analysis was performed using Pearson's correlation coefficient to examine the relationship between the independent and dependent variables. Following the inclusion of certain control variables, the obtained results were subjected to analysis in order to determine the disturbance for the purpose of testing the proposed hypothesis.

RESULTS AND DISCUSSION

Demographic information

The respondents (n=358) who participated in the survey were from China. Among the respondents, there were 178 (49.7%) female and 180 (50.3%) are male. The majority of participants 176 (49.2%) were study in university, followed by 61 (17.0%), 21 (5.9%), 17 (4.7%) and 7 (2.0%) were from Bachelors, Masters, Professional and Doctorate program respectively. From the monthly household income, 104 (29.1%) were having income below 4000 yuan (20000 Baht) and 114 (31.8%) were earning more than 7000 yuan (35000 Baht). The most frequently purchased item among the respondents was 40 (11.2%) Office & School Supplies, with the highest frequency being Twice a week 125 (34.9%).

Table 1 Demographic Characteristics and Education Aspects

Aspects	Statistics	
Gender	Male:	178 (49.7%)
	Female:	180 (50.3%)
Education Level:	Nursery school to 8th grade:	6 (1.7%)
	High school, no diploma:	22 (6.1%)
	High school graduate:	48 (13.4%)
	Some college credit, no degree:	77 (21.5%)
	Technical training:	46 (12.8%)
	Associate degree:	53 (14.8%)
	Bachelor's degree:	61 (17.0%)
	Master's degree:	21 (5.9%)
	Professional degree:	17 (4.7%)
Income Level:	Doctorate degree:	7 (2.0%)
	Below 2000 yuan (Below 10000 Baht):	44 (12.3%)
	2001-3000 yuan (10000-15000 Baht):	21 (5.9%)
	3001-4000 yuan (15000-20000 Baht):	39 (10.9%)
	4001-5000 yuan (20000-25000 Baht):	43 (12.0%)
	5001-6000 yuan (25000-30000 Baht):	48 (13.4%)
	6001-7000 yuan (30000-35000 Baht):	49 (13.7%)
	7001-8000 yuan (35000-40000 Baht):	36 (10.1%)
	8001-9000 yuan (40000-45000 Baht):	33 (9.2%)
	9001-10000 yuan (45000-50000 Baht):	27 (7.5%)
Over 10000 yuan (Over 50000 Baht):	18 (5.0%)	
Types:	Apparel & Accessories	42 (11.7%)
	Shoes & Bags	38 (10.6%)
	Beauty	35 (9.8%)

	Household Cleaning	12 (3.4%)
	Furniture	15 (4.2%)
	Food & Beverage	27 (7.5%)
	Medical devices	30 (8.4%)
	Home Appliances	18 (5.0%)
	Office & School Supplies	40 (11.2%)
	Electrical Equipment	35 (9.8%)
	Tools & Hardware	21 (5.9%)
	Sports & Entertainment	36 (10.1%)
	Chemicals	3 (0.8%)
	Vehicles and Transportation	6 (1.7%)
Frequency:	Everyday:	16 (4.5%)
	Once a week:	64 (17.9%)
	Twice a week:	125 (34.9%)
	Once a month:	89 (24.9%)
	Twice a month:	64 (17.9%)

4.2 Analysis of the survey

4.2.1 Correlation Analysis

Bivariate correlation was calculated between Facilitating Conditions, Performance Expectancy, Effort Expectancy, Social Influence, Habit, Hedonic Motivation, Price Value, Trust on online shopping Behavioral Intention. All factors were positively correlated. The correlations were found to be significant ($p < 0.001$, 2-tailed) according to the table below. Trust and Facilitating Conditions exhibited a moderately strong correlation (Pearson's correlation coefficient = 0.550) with statistical significance ($p < 0.01$). The study demonstrated that Trust had a noteworthy positive correlation ($p < 0.01$) with Behavioral Intention, exhibiting a Pearson's correlation coefficient of 0.541, denoting a reasonably strong correlation. Similarly, Trust showed significant positive correlation ($p < 0.01$) with Effort Expectancy, with a Pearson correlation coefficient of 0.541 indicating a correlation of moderate strength.

Table 2 Exhibits Correlations among all the Variables.

		Correlations								
		FC	PE	EE	SI	HB	HM	BI	PV	TR
FC	Pearson Correlation	1	.356**	.367**	.390**	.447**	.472**	.483**	.443**	.550**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	358	358	358	358	358	358	358	358	358
PE	Pearson Correlation	.356**	1	.406**	.335**	.434**	.332**	.360**	.387**	.494**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	358	358	358	358	358	358	358	358	358
EE	Pearson Correlation	.367**	.406**	1	.431**	.382**	.401**	.442**	.330**	.541**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	358	358	358	358	358	358	358	358	358
SI	Pearson Correlation	.390**	.335**	.431**	1	.353**	.314**	.358**	.404**	.528**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	358	358	358	358	358	358	358	358	358
HB	Pearson Correlation	.447**	.434**	.382**	.353**	1	.405**	.314**	.405**	.523**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	358	358	358	358	358	358	358	358	358
HM	Pearson Correlation	.472**	.332**	.401**	.314**	.405**	1	.415**	.420**	.514**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	358	358	358	358	358	358	358	358	358
BI	Pearson Correlation	.483**	.360**	.442**	.358**	.314**	.415**	1	.442**	.541**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	358	358	358	358	358	358	358	358	358
PV	Pearson Correlation	.443**	.387**	.330**	.404**	.405**	.420**	.442**	1	.514**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	358	358	358	358	358	358	358	358	358
TR	Pearson Correlation	.550**	.494**	.541**	.528**	.523**	.514**	.541**	.514**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	358	358	358	358	358	358	358	358	358

** Correlation is significant at the 0.01 level (2-tailed).

Reliability Test

The internal reliability consistency of all the variables was determined to be at a moderate level, as shown by the reliability coefficient (Cronbach's alpha) values. The scores for the variables in the study are as follows: Facilitating Conditions = 0.936, Performance Expectancy = 0.923, Effort Expectancy = 0.924, Social Influence = 0.920, Habit towards shopping behavior = 0.921, Hedonic Motivation = 0.923, Price Value = 0.895, Trust on shopping behavior = 0.922, and Behavioral Intention = 0.920.

Table 3: Cronbach's alpha for the variables

VARIABLES	ALPHA
Facilitating Conditions	0.936
Performance Expectancy	0.923
Effort Expectancy	0.924
Social Influence	0.920
Habit	0.921
Hedonic Motivation	0.923
Price Value	0.895
Trust	0.922
Behavioral Intention	0.920

* Kaiser-Meyer-Olkin Measure of Sampling Adequacy

Validity Test

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO and Bartlett's Test) showed that Facilitating Conditions had the highest factor loading with 0.862 ($p = .000$) and Price Value had the lowest factor loading with 0.745 ($p = .000$). Table 4 shows how all the variables load on each factor. Performance Expectancy was 0.764 ($p = .000$), Effort Expectancy toward Behavioral Intention was 0.764 ($p = .000$), Social Influence was 0.762 ($p = .000$), Habit was 0.855 ($p = .000$), Hedonic Motivation was 0.858 ($p = .000$), Price Value was 0.745 ($p = .000$), and Trust on Behavioral Intention was 0.859 ($p = .000$).

Table 4: Kaiser Meyer-Olkin test for factor instrument (KMO and Barlett's Test)

VARIABLES	KMO*	SIG.
Facilitating Conditions	0.862	0.000
Performance Expectancy	0.764	0.000
Effort Expectancy	0.764	0.000
Social Influence	0.762	0.000
Habit	0.855	0.000
Hedonic Motivation	0.858	0.000
Price Value	0.745	0.000
Trust	0.859	0.000
Behavioral Intention	0.853	0.000

* Kaiser-Meyer-Olkin Measure of Sampling Adequacy

Linear Regression analysis

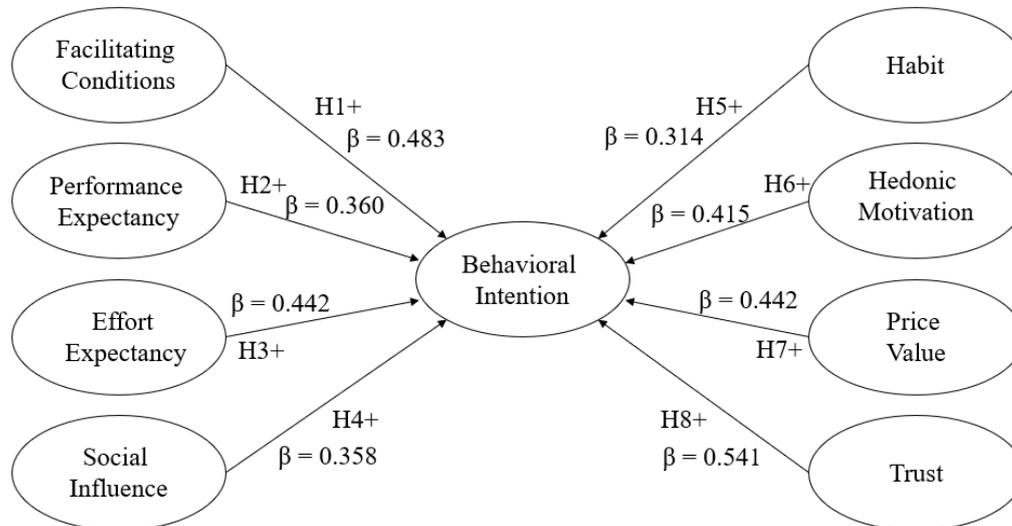
The beta coefficients for each variable were computed after to the calculation of the eight factors and the assessment of the intention become involved in online shopping on the Douyin Mall. The utilitarian and conservative shopping values were assessed using the trust and intention of consumers in mainland China and Chinese students in Thailand in the context of online shopping. From the results of the regression analysis, it was determined that there is a positive relationship between Facilitating Conditions and Behavioral Intention ($\beta = 0.483$, $p .000$) with a R square of 0.233 (i.e., FC explains approximately 23% of online shopping intentions), indicating that H1 is supported. Based on the analysis, it was determined that Performance Expectancy and Behavioral Intention ($\beta = 0.360$, $p .000$) with the R square of 0.130 (i.e., PE explains 13% of attitudes toward shopping behavior) support the H2 hypothesis.

On the other hand, Effort Expectancy ($\beta = 0.442$, p value .000) is positively related to Behavioral Intention with a R square of 0.195 (it explains 20% of attitudes toward shopping behavior), which supports the H3 hypothesis. In addition, the Social Influence value ($\beta = 0.358$, p value .000) is positively related to Behavioral Intention with the R square of 0.128 (i.e., it is approximately 13% on attitudes toward online shopping behavior), which supports the H4 hypothesis. This analysis shows that the Habit value ($\beta = 0.314$, $p .000$) is weakly positively related to Behavioral Intention with the R square of 0.099 (it explains 10% of attitudes toward online shopping), supporting the hypothesis that H5 is significantly related.

In this analysis, we discovered that the Hedonic Motivation value ($\beta = 0.415$, p value .000) is positively related to Behavioral Intention with a R square of 0.172 (i.e., HM explains 17% of the reasons for online shopping), which supports the hypothesis that H6 is significantly related. The result revealed that the Price Value towards Behavioral Intention ($\beta = 0.442$, p value .000) is positively correlated with the R square of 0.195 (it explains 20% of the variance between attitudes and intention to shop online) and is also significant, which supports the hypothesis H7. From the result between Trust and Behavioral Intention ($\beta = 0.541$, $p .000$), a significantly positive relationship was observed with a R square of 0.293 (i.e., approximately 30% of the

variance can be explained by the relationship between Trust and online shopping intention), supporting the hypothesis H8.

Figure 2: The Results of the Structural Model



CONCLUSIONS, LIMITATIONS, AND RECOMMENDATIONS

Conclusions

The purpose of this study is to understand the purchase intentions of Chinese consumers at Douyin Mall. The Trust factor was added to the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) framework. It examines the relationship between Facilitating conditions, Performance Expectancy, Effort, Social Influence, Habit, Hedonic Motivation, Price Value, Trust, and Behavioral Intention to shop online. (Venkatesh et al., 2012). The online questionnaire yielded 358 valid responses, and the analysis revealed the relationship between each factor, which is consistent with the theoretical hypothesis of this study.

The results of this study show a positive correlation between consumers' online shopping Behavioral Intention in Douyin Mall and the factors of Facilitating Conditions, Performance Expectancy, Effort Expectancy, Social Influence, Habit, Hedonic Motivation, Price Value, and Trust, as defined by the UTAUT2 model proposed by Venkatesh et al. (2012). The variables of Trust, facilitating conditions, and Price Value showed statistically significant positive effects.

By adjusting the UTAUT2 model, the results show that trust is significantly and positively related to consumers' behavioral intention. This is consistent with Hong, I. B.'s (2015) research on Understanding the consumer's online merchant selection process. This study found that Trust is the strongest determinant of consumers' online shopping behaviors. The trustworthiness of an e-commerce platform has a significant impact on whether or not a consumer will make a purchase. This is consistent with the study by Musleh J, Cho H, Lee, et al. This implies that good quality of goods, perfect customer service, and protection of consumers' interests are the conditions that increase consumers' trust in online shopping, which leads to purchase actions. Xuemei Sun. (2022). Platforms with high trust are more likely to stimulate Chinese consumers' positive attitudes towards online shopping. We find that facilitating conditions also have a significant positive effect on consumers' behavioral intention

in Douyin Mall. This finding suggests that Chinese consumers tend to use more convenient platforms to meet their shopping needs. The results of the study show that price value also has a positive effect on consumers' Behavioral Intention to shop in Douyin Mall. This is in line with Fadzil et al.'s study on factors influencing behavioral intention to use mobile apps in Malaysia. Contrary to the previous literature of Venkatesh et al. (2012) on perceived value. This finding suggests that price value is an important consideration for Chinese consumers when making online purchases.

Limitations

Every study is accompanied by inherent limitations, which in turn create opportunities for future research. The survey was administered through an online platform, with respondents consisting exclusively of Chinese citizens. Therefore, the results of this research fully reflect the perspectives of Chinese consumers regarding their shopping behavior at Douyin Mall. Furthermore, the extent to which the findings can be generalized is limited due to the significant number of respondents in this study being mainly Chinese mainland consumers, with a relatively small representation of Chinese students in Thailand. The opinions shown by the participants in this research are not representative of the entire Chinese student population in Thailand. Also, the present study did not examine the possibility of moderating the effects of social variables such as age, gender, shopping experience, and monthly income on purchase intention within the context of Douyin Mall. Future research should aim to conduct a deeper look into these moderating factors and use behavioral analysis.

Every study is inevitably accompanied by certain limitations, which in turn create opportunities for future research. Further study might include more factors, such as security and confidentiality, in order to get a greater understanding of users' shopping intentions when using Douyin Mall. In conclusion, despite certain limitations, this study points out some benefits connected to short video e-commerce platforms.

Recommendations

Using Douyin Mall as an example study, the results of this research provide valuable insights into the analysis of consumer behavior on online shopping platforms that are derived from short video media. With the rise of short video media around the world, the combination of short video media and online shopping has yet to be thoroughly researched and cited. The study of this particular form of electronic commerce is extensively conducted in China. This study confirms that Trust, Facilitating Conditions, and Price Value are important predictors of Chinese consumers' and Chinese students' behavioral intentions to use Douyin Mall in Thailand. As these significant factors are of concern to all market participants, these findings may be useful for e-commerce and other industry participants, such as short video media developers.

For developers to build a platform with a high degree of user trust, they have to prioritize safeguarding consumer rights and providing better after-sales service. Work with secure payment platforms, for instance, to create systems that protect the personal information of users. Developers might need to think about incorporating animation tutorials and online support to facilitate users' learning of the application more quickly.

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