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Exploring What Drives Undergraduates at Xihua University in Chengdu to Stick with Short Video Apps

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Abstract

Purpose: This research paper investigates the factors impacting user continuance intention on short video applications among undergraduates from Xihua University in Chengdu, China. The conceptual framework proposed a causal relationship among information sharing, information seeking, social interaction, entertainment, facilitating condition, and satisfaction impacting continuance intention. **Research design, data, and methodology:** The researcher applied the quantitative method (n=500), distributing questionnaires to undergraduates from Xihua University. The sampling process involved multi-stage sampling, including judgmental sampling to select four majors' undergraduates of Xihua University, followed by stratified random sampling to proportionately allocate the sample size across these four majors and conclude with convenience sampling for distributing the questionnaire. The Structural Equation Model (SEM) and Confirmatory Factor Analysis (CFA) were used for the data analysis, and they included model fit, reliability, and validity of the constructs. **Results:** The results explicated that continuance intention was significantly and directly impacted by information seeking, social interaction, entertainment, facilitating condition, and satisfaction. Satisfaction strongly impacts continuance intention, followed by entertainment, information seeking, facilitating conditions, and social interaction. Moreover, it is indirectly impacted by information sharing. **Conclusions:** Companies and developers are suggested to ensure that the attributes of information sharing, information seeking, entertainment, and social interaction are available when using the app, and the app offers diverse, engaging, and high-quality content to meet users' viewing needs and interests.

Keywords: Facilitating Condition, Satisfaction, Continuance Intention, Short Video Application, China

JEL Classification Code: E44, F31, F37, G15

1. Introduction

Short video is a new type of video format that lasts seconds. It mainly relies on smart mobile terminals for rapid shooting, styling, beautification editing, and real-time sharing on online social platforms (Chen & Liu, 2023). It usually lasts less than 10 minutes and mainly consists of 60-second to 3-minute segments (Mileva, 2023; von der Osten, 2021).

The popularity of short videos can be attributed to their ease of creation and sharing, facilitated by features like music, animation, and visual effects, as highlighted by Wang (2020). Moreover, the appeal of short videos lies in their versatility, as they cover a wide range of topics encompassing various aspects of everyday life, including beauty and makeup, education, cooking, wellness, and technology (Wang, 2020; Wright, 2017).

Short videos possess distinct characteristics that make them popular and unique in the digital landscape. Firstly, they often encapsulate concise narratives, allowing users to comprehend key ideas quickly without lengthy exposition. Secondly, these videos are displayed vertically, a departure from the widescreen formats of traditional movies, television, and video platforms. This vertical orientation aligns with user habits and the visual design of smartphones, enhancing user experience (Ryan, 2017). Additionally, short videos

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have low technical requirements, enabling many users to upload original content and explore videos of interest. This accessibility empowers users to acquire practical skills and engage with live shows, fostering a sense of interactivity and learning (Jason, 2019).

The popularization of mobile internet and reduced traffic charges have guaranteed users a faster internet access experience. Diversified segmentation becomes the new normal when people use online media to create and share much-scattered information. The most popular form is the mobile short-video type of entertaining or informative content. Users can break time and space barriers to browse and watch these videos. During the COVID-19 pandemic, mobile short-video content has dominated with its ability to engage users in a virtual environment, its content diversity, and vivid information. China is no exception to this trend, as most Chinese and global users cannot imagine a day without watching these short videos.

The rapid expansion of short video content has been significantly driven by the advancements in 5G communication technology, faster network transmission rates, and the increasing popularity of specialized hardware (Yan et al., 2023). China's journey into the mobile short-video arena began in August 2013 with the launch of the "Miaopai" short video-sharing feature on Microblog. Since then, various short video platforms have gained traction globally, with TikTok and Kuai Shou standing out as prominent examples. Globally, short video platforms have become essential social networks, with platforms like WeChat, TikTok, Douyin (the Chinese version of TikTok), and Kuaishou dominating the competitive Chinese market. This rise of short videos has revolutionized how people communicate and share information, significantly impacting daily life. According to Wyzowl (2023), short videos are the leading content-sharing method, engaging 51% of users globally.

In China, the popularity of short videos has surged, with nearly 1.012 billion users by December 2022, representing 94.8% of the country's internet users (CNNIC, 2023). The increasing time spent on short videos is evident in the monthly per capita usage, which grew throughout 2022. By the end of the year, the average daily usage exceeded 2.5 hours. This trend is especially pronounced among younger demographics, with TikTok's user base in 2022 heavily skewed towards those aged 18 to 24. This demographic is particularly important for research and analysis as they represent a significant portion of the platform's audience. The continuous rise in short video usage in China highlights the importance of addressing the diverse needs of a multi-level user base. Statistics indicate that active users spend more than 2.5 hours daily on short video apps, with many residing in first- and second-tier cities, where most colleges and universities are located. Consequently, college students, who are digital natives, form a crucial user group for short videos and related applications.

With the ongoing development of China's mobile internet technology, the short video industry has experienced remarkable growth. The market size of China's short video sector is expected to reach nearly 600 billion yuan by 2025, making it an increasingly vital component of the country's mobile internet industry. As user profiles continue to evolve, the future development of the short video industry will be a key area of focus within China's digital landscape.

2. Literature Review

2.1 Information Sharing

According to Dang (2020), individuals who actively share information on social networking sites (SNSs) may be highly immersed in these platforms and experience high social life satisfaction. These groups spend more energy, time, and effort sharing information with their friends so that sharing becomes part of their daily lives (Dholakia et al., 2004). Their satisfaction and feelings depend on their sharing activities in SNS since they are largely highly engaged in the SNS (Bruggeman et al., 2019; Makri & Schlegelmilch, 2017).

Individuals more likely to share information on SNS could get more feedback and interact with friends more often (Bano et al., 2019). Consequently, they often feel satisfaction in their SNS experience because they have new friends and relationships on these platforms. Additionally, their sharing activities in SNSs can alleviate bad emotions like loneliness and increase happiness. (Deters & Mehl, 2013). It also stated that information sharing strengthens social media user satisfaction because it is usually related to connections and interactions with users on social media. (Kang & Lee, 2010; Roca et al., 2006; Zheng et al., 2013). Thus, we proposed the following hypothesis:

H1: Information sharing has a significant impact on satisfaction.

2.2 Information Seeking

Shao (2009) demonstrated that Internet users are driven to search for the information they require by exploring content created by others or inquiring about specific topics or questions related to a particular issue. This involves sharing and seeking information on social networking platforms, enabling individuals to stay updated on current events, make decisions, or solve problems.

In recent years, people have become used to using social networking platforms like Facebook as a tool for searching for information. Facebook has several features, including "Most Recent," Top Story," Most Shared," and "Trending,"

which assist users in keeping up with the latest news and information (Scale, 2008). Additionally, interaction and participation are the main features of social media, so users can click "@" to search for information from their friends, online friends, or even strangers on SNSs at anytime and anywhere. Furthermore, SNSs are increasingly called "we media" these days. Users can post user-generated content on these platforms without restrictions (Bao, 2016).

Ko et al. (2005) provided empirical evidence that people who are satisfied with their information needs tend to spend more time in online spaces. Several research findings have also shown that when individuals seek information from online social networks, they tend to trust it and consider it valuable (Syn & Oh, 2015). Therefore, SNS users might desire to obtain valuable and insightful information from the platforms and keep using SNSs. The following hypothesis is then proposed based on these arguments.

H2: Information seeking has a significant impact on continuance intention.

2.3 Social Interaction

Stafford and Stafford (2004) highlight that social satisfaction for internet users stems from engaging in online interpersonal communication and building social networks. Modern social networks help maintain existing relationships and facilitate new connections (Ellison et al., 2007). The rise of mobile social network apps has further reduced geographical and temporal constraints, making social interactions more convenient (Zong et al., 2019).

Research shows that interpersonal communication, relationship maintenance, and social enhancement are key drivers of SNS use (Ryan et al., 2014; Smock et al., 2011). Users' social needs are more likely to continue using these platforms when they are met. Strong social ties within SNSs can increase satisfaction, a sense of belonging, and user loyalty (Chen & Qi, 2015). Therefore, satisfaction from social interactions is a critical factor in the continued use of SNSs (Park et al., 2009). Thus, we hypothesize that:

H3: Social interaction has a significant impact on continuance intention.

2.4 Entertainment

The use of social media provides an opportunity for escaping from reality (Korgaonkar & Wolin, 1999). Content intended for entertainment, pleasure, and anxiety relief is social media entertainment (Whiting & Williams, 2013). As time goes by, social media has gained popularity due to its entertaining content (Lee & Ma, 2012), and it has been reported to elicit positive attitudes toward products or brands (Sheth & Kim, 2017).

It is evident from the Uses and Gratifications Theory (Blumler & Katz, 1974) that social media users are typically goal-oriented and actively choose social media platforms that best fulfill their personal needs, such as information, entertainment, and social interaction. In various contexts of information system usage, entertainment positively correlates with personal satisfaction (Beaudry & Pinsonneault, 2010; Hsieh et al., 2008). People often use social media to read others' posts for enjoyment and personal entertainment, spending considerable time doing so (Lin et al., 2014; Zhao & Lu, 2012). Perceived entertainment, as a tangible hedonic benefit of social media (Venkatesh et al., 2012), is considered to drive the use of social media. Based on the self-regulation framework, perceived entertainment will lead to better emotional responses, meaning individuals use social media consistently because of emotional satisfaction. Thus, we proposed the following hypothesis:

H4: Entertainment has a significant impact on continuance intention.

2.5 Facilitating Condition

In social media, perceived behavioral control refers to the facilitating conditions that users perceive as influencing their intention to continue use. Venkatesh et al. (2003) suggests that during the continued use phase, convenience conditions significantly impact the usage of information systems.

According to Nysveen and Pedersen (2016), consumers with access to a favorable set of facilitating conditions are more likely to harbor a stronger intention to use a technology. This construct mirrors an individual's perceptions regarding their control over behavior (Venkatesh et al., 2008). When applied to mobile app users, an increase in facilitating conditions associated with using the mobile app correlates with a higher likelihood of users continuing their usage.

Users who have more resources, such as access to or use of computers, mobile devices, internet connections, and wireless networks, are more likely to continue using social media. Conversely, if resources are unavailable or not easily accessible to users, the extent of social media usage tends to decrease. Accordingly, a hypothesis is proposed:

H5: Facilitating condition has a significant impact on continuance intention.

2.6 Satisfaction

Satisfaction, as an outcome of conscious responses from prior IT usage experiences, is a pivotal predictor of users' intention to continue (Humbani & Wiese, 2019). Grounded in positive evaluations of past experiences, consumer satisfaction plays a constructive role in shaping post-consumption behaviors, including the intention to recommend or revisit (Lee et al., 2015).

Previous research has also found a positive correlation

between satisfaction and the intention to continue using information systems (Zhao & Lu, 2012; Zheng et al., 2013). It argues that the direct influence of emotions may be a significant force behind information system usage (Guinea & Markus, 2009).

Regarding the use of social media, when users experience pleasant or positive emotional states in their evaluations of social networking sites, they have more desire to engage in long-term posting and other forms of interaction with friends. Thus, the above analysis leads to the following hypotheses:
H6: Satisfaction has a significant impact on continuance intention.

2.7 Continuance Intention

Continuance intention can be defined as the user's intent to continue using a technology long-term, with the expectation of its superiority over previous options (Santhanamery & Ramayah, 2013). It is widely acknowledged that initial intention and continuance intention are conceptually different. Indirect consumer experiences influence the initial intention before adoption, while continuance intention is shaped primarily by direct experiences post-acceptance (Bhattacherjee, 2001).

3. Research Methods and Materials

3.1 Research Framework

The research conceptual framework was adopted from three core theories, namely, the Uses and Gratifications Theory (UGT) by Katz et al. (1974), the Technology Acceptance Model (TAM) by Davis et al. (1989), and the Expectation Confirmation Model for Information Systems Continuance Model (ECM-ISC) by Bhattacherjee (2001). Factors adopted from UGT were entertainment, information seeking and socialization, and perceived ease of use (facilitating condition) from TAM. Moreover, satisfaction with the ECM-ISC model.

The research model is also formulated from previous literature reviews to scope the significant factors. The first research was conducted by Liu et al. (2019), which focused on the continuance of social media behaviors between social networking sites and microblogging. The results found a set of variables affecting the users' behaviors, including attitudinal beliefs, subjective norms, perceived behavioral control, satisfaction, and continuance intentions. The second research was conducted by Hsu et al. (2015), which explored the moderating influence of cultural differences on the relationships between motivations of social media use and the users' continuance intention. The paper's results revealed that information-seeking, socialization, and entertainment variables could have a pronounced impact on users' continuance intention. The third research was formed by Zong et al. (2019), where they highlighted that utilitarian gratification (information seeking), social gratification (social interaction), and hedonic gratification (entertainment) are positively correlated with the intention of SNS user continuance intention. The research conceptual framework is proposed as follows: Figure 1.

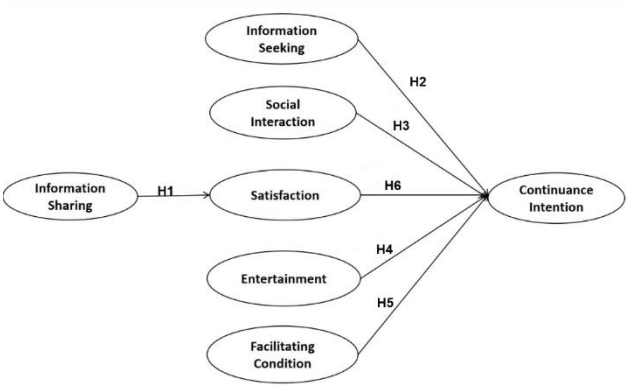

Figure 1: Conceptual Framework

H1: Information sharing has a significant impact on satisfaction.
H2: Information seeking has a significant impact on continuance intention.
H3: Social interaction has a significant impact on continuance intention.
H4: Entertainment has a significant impact on continuance intention.
H5: Facilitating condition has a significant impact on continuance intention.
H6: Satisfaction has a significant impact on continuance intention.

3.2 Research Methodology

This study employs an empirical approach and quantitative methods to explore the factors impacting user continuance intention through short video applications among undergraduates from Xihua University in Chengdu, China. Data were collected through a questionnaire survey designed and distributed online using Questionnaire Star. Before distribution, the questionnaire's reliability was validated using the Item-Objective Consistency (IOC) method and a pilot test (n=30). IOC scores for all items were passed at 0.6, whereas Cronbach's Alpha scores for pilot test group were above 0.7. The target population consisted of undergraduate students from Xihua University. Once the data were collected, statistical tools such as SPSS and AMOS were utilized to analyze the sample. The conceptual framework and hypothesized relationships between variables were

empirically tested through Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM). The study adhered to a systematic research process, encompassing stages such as introduction, theoretical foundation, literature review, model construction and hypothesis formulation, questionnaire design and data collection, empirical analysis, discussion of results, conclusions, and suggestions for future research.

3.3 Population and Sample Size

The research's target population is undergraduates studying at Xihua University in Chengdu, China. According to Soper's (2006) A-priori Sample Size Calculator for SEM, with parameters of 7 latent variables and 27 observed variables at a 0.05 probability level, the recommended minimum sample size was determined to be 425. To ensure enough valid responses, 500 questionnaires were distributed and screened accordingly.

3.4 Sampling Technique

The sample was scoped and selected using the multistage sampling techniques of judgment, stratified random, and convenience sampling. Judgment sampling was adopted to select undergraduates of four main majors from Xihua University in Chengdu, China, and then stratified random sampling was used to determine the sample size from each institution or sample stratum, as shown in Table 1.

Table 1: Sample Units and Sample Size

Majors	Population Size	Proportional Sample Size
Computer Science and Technology	552	125
Civil Engineering	819	186
Food Science and Engineering	434	98
Business Administration	402	91
Total	**2207**	**500**

Source: Constructed by author

4. Results and Discussion

4.1 Demographic Information

Table 2 presents the demographic profile of 500 respondents. Questionnaires were distributed to 500 students at the selected five majors of Xihua University. The respondents are 286 males and 214 females, representing 57.2 % and 42.8 %, respectively. As for age, the largest segment in this study, 45.4% were 21-22 respondents; 33.2% were 18-20 years old, 17.2% were 23-24 years old, and 4.2% were more than 24 years old.

Table 2: Demographic Profile

Demographic and General Data (N=500)		Frequency	Percentage
Gender	Male	286	57.2%
	Female	214	42.8%
Age	18-20 years old	166	33.20%
	21-22 years old	227	45.40%
	23-24 years old	86	17.20%
	More than 24 years old	21	4.20%

4.2 Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) is essential in Structural Equation Modeling (SEM) as it assesses the reliability and validity of variables (Byrne, 2010; Hair et al., 2010). Convergent validity is evaluated using metrics such as Cronbach's Alpha, factor loading, Average Variance Extracted (AVE), and Composite Reliability (CR) (Fornell & Larcker, 1981).

A factor loading above 0.50 is considered significant (Hair et al., 1998). In this study, all individual item loadings exceeded 0.50, ranging from 0.575 to 0.808, as shown in Table 3. Composite Reliability (CR) values should be 0.60 or higher (Abdillah & Jogiyanto, 2015), and Average Variance Extracted (AVE) should be greater than or equal to 0.4 (Fornell & Larcker, 1981). Table 3 indicates that both CR and AVE values met these standards.

Cronbach's Alpha was used to measure the internal consistency of the constructs, with values of 0.7 or above deemed acceptable (George & Mallery, 2003; Hair et al., 2010). All Cronbach's Alpha values in this study were above 0.7, as detailed in Table 3.

Table 3: Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variables	Source of Questionnaire (Measurement Indicator)	No. of Item	Cronbach's Alpha	Factors Loading	CR	AVE
Information Sharing (ISH)	Liu et al. (2019)	5	0.869	0.674-0.808	0.872	0.578
Satisfaction (SA)	Hussein and Hassan (2017)	3	0.875	0.622-0.754	0.741	0.490
Information Seeking (ISK)	Hsu et al. (2015)	5	0.891	0.611-0.723	0.794	0.436
Social Interaction (SI)	Liu et al. (2019)	5	0.925	0.686-0.746	0.838	0.509
Entertainment (EN)	Liu et al. (2019)	3	0.860	0.575-0.714	0.684	0.421
Facilitating Condition (FC)	Liu et al. (2019)	3	0.803	0.648-0.712	0.732	0.477
Continuance Intention (CI)	Liu et al. (2019)	3	0.861	0.763-0.780	0.814	0.593

The goodness of fit indices for the measurement model, including CMIN/DF, GFI, AGFI, NFI, CFI, TLI, and RMSEA, were all above acceptable values, indicating a good fit for the model, as presented in Table 4.

Table 4: Goodness of Fit for Measurement Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	≤ 5.0 (Wheaton et al., 1977)	1.820
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.917
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.897
NFI	≥ 0.80 (Wu & Wang, 2006)	0.891
CFI	≥ 0.80 (Bentler, 1990)	0.947
TLI	≥ 0.80 (Sharma et al., 2005)	0.939
RMSEA	< 0.08 (Pedroso et al., 2016)	0.041
Model Summary		**Acceptable Model Fit**

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, NFI = normalized fit index, CFI = comparative fit index, TLI = Tucker Lewis index, and RMSEA = root mean square error of approximation

Their findings indicated that the square root of the Average Variance Extracted (AVE) exceeded all inter-construct correlations, thereby demonstrating strong discriminant validity. As a result, both convergent and discriminant validity were established, providing robust evidence for construct validity.

Table 5: Discriminant Validity

	ISH	SA	ISK	SI	EN	FC	CI
ISH	**0.760**						
SA	0.289	**0.700**					
ISK	0.195	0.386	**0.660**				
SI	0.123	0.257	0.218	**0.713**			
EN	0.173	0.310	0.340	0.263	**0.649**		
FC	0.163	0.195	0.211	0.182	0.184	**0.691**	
CI	0.231	0.378	0.377	0.278	0.364	0.279	**0.770**

Note: The diagonally listed value is the AVE square roots of the variables
Source: Created by the author.

4.3 Structural Equation Model (SEM)

This study adopted Structural Equation Modeling (SEM) to analyze the collected data. SEM offers several advantages. It explores dependent relationships effectively (Hair et al., 2010) and investigates causal relationships between latent and observed variables. Besides, it accounts for random errors in observed variables to enhance measurement accuracy and employs multiple indicators to assess latent variables. Lastly, it tests hypotheses at the construct level beyond the item level (Hoyle, 2011). The goodness of fit for the structural model was evaluated and presented in Table 6. The fit indices were as follows: CMIN/DF = 2.590, GFI = 0.876, AGFI = 0.852, NFI = 0.838, CFI = 0.893, TLI = 0.882, and RMSEA = 0.056. All indices exceeded acceptable thresholds, confirming the model's fit.

Table 6: Goodness of Fit for Structural Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	< 5.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	2.590
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.876
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.852
NFI	≥ 0.80 (Wu & Wang, 2006)	0.838
CFI	≥ 0.80 (Bentler, 1990)	0.893
TLI	≥ 0.80 (Sharma et al., 2005)	0.882
RMSEA	< 0.08 (Pedroso et al., 2016)	0.056
Model Summary		**Acceptable Model Fit**

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, RMSEA = root mean square error of approximation, CFI = comparative fit index, NFI = normalized fit index and TLI = Tucker Lewis index

4.4 Research Hypothesis Testing Result

The strength of the relationship between the independent and dependent variables proposed in the hypothesis is assessed using regression or standardized path coefficients.

Table 7: Hypothesis Results of the Structural Equation Modeling

Hypothesis	(β)	t-value	Result
H1: ISH→SA	0.366	6.307*	Supported
H2: ISK→CI	0.252	4.639*	Supported
H3: SI→CI	0.143	2.792*	Supported
H4: EN→CI	0.275	4.595*	Supported
H5: FC→CI	0.197	3.524*	Supported
H6: SA→CI	0.294	5.179*	Supported

Note: * p<0.05
Source: Created by the author

As presented in Table 7, all six proposed hypotheses were supported. Continuance intention on short video applications was significantly and directly impacted by information seeking, social Interaction, entertainment, facilitating conditions, and satisfaction. Satisfaction strongly impacts continuance intention, followed by entertainment, information seeking, facilitating conditions, and social Interaction. Moreover, it is indirectly impacted by information sharing.

Information sharing significantly impacts satisfaction. The path relationship between information sharing and satisfaction has a standardized path coefficient of 0.366 and a t-value of 6.307 in H1. This supports the previous studies of Dang (2020) and Bruggeman et al. (2019). Individuals who actively share information on SNS are deeply immersed in these platforms, and their sharing activities largely influence their social life satisfaction.

Information seeking significantly impacts continuance intention, with a standardized path coefficient of 0.252 and a t-value of 4.639 in H2. Previous research shows that people who find their information needs met online tend to spend more time on these platforms (Ko et al., 2005). Users often trust and value information obtained from social networks and are likely to continue using these platforms to seek valuable and insightful information. (Syn & Oh, 2015).

Social Interaction significantly impacts continuance intention with a standardized path coefficient of 0.143 and a t-value of 2.792 (H3). This supports the point that interpersonal communication, relationship maintenance, and social enhancement are key drivers of SNS use. As people increasingly use SNSs to enhance social relationships, satisfaction from social interactions becomes a crucial factor in their continued use (Park et al., 2009; Ryan et al., 2014; Smock et al., 2011).

Entertainment also significantly impacts continuance intention, with a standardized path coefficient of 0.275 and a t-value of 4.595 in H4. This just supports the study of Venkatesh et al. (2012), which found that perceived entertainment, as a tangible hedonic benefit of social media (Venkatesh et al., 2012), is considered to drive the use of social media.

Facilitating conditions also significantly impact continuance intention, with a standardized path coefficient of 0.197 and a t-value of 3.524 in H5. The finding was consistent with Venkatesh et al. (2003), Nysveen and Pedersen (2016), and Venkatesh et al. (2008). Hence, students with more resources, such as access to or use of computers, mobile devices, internet connections, and wireless networks, are more likely to continue using short video applications.

Satisfaction strongly impacts continuance intention at a standardized path coefficient of 0.294 and t-value at 5.179 in H6. This finding is aligned with the study of Humbani and Wiese (2019), Zhao and Lu (2012), and Zheng et al. (2013), that there is a positive correlation between satisfaction and the intention to continue using information systems.

5. Conclusion and Recommendation

5.1 Conclusion and Discussion

This study aimed to comprehensively analyze the factors impacting user continuance intention on short video applications among undergraduates from Xihua University in Chengdu. China's short video household size is growing rapidly, and short video is becoming a universal application. This study was conducted in China to provide theoretical and practical guidance for the future development of China's huge market. On the other hand, it can generalize the study results to other countries with a lower but growing penetration rate of short video users. Therefore, understanding factors that can motivate intention on short video applications among undergraduates is necessary to efficiently mote the short video application market. The researcher formulated six hypotheses to address the research questions, aiming to assess whether factors like information sharing, information seeking, social interaction, entertainment, facilitating conditions, and satisfaction influence the continuance intention of short video applications among undergraduates. These determinants were derived from three core theories: Uses and Gratifications Theory (UGT) by Katz et al. (1974), the Technology Acceptance Model (TAM) by Davis et al. (1989), and the Expectation Confirmation Model for Information Systems Continuance (ECM-ISC) by Bhattacherjee (2001), along with three additional theoretical frameworks from previous studies. The study focused on undergraduates from four majors at Xihua University in Chengdu, China, who had experience using short video applications. The sampling process involved multi-stage sampling, beginning with judgmental sampling to select four majors of Xihua University undergraduates, then stratified random sampling to proportionately allocate the sample size across these majors, and concluding with convenience sampling for distributing the questionnaire. Data collection was conducted quantitatively using a questionnaire, which included screening questions, variable measurements on a five-point Likert scale, and demographic questions. An Item-Objective Congruence (IOC) analysis with three experts and a pilot test with 50 respondents were conducted before broader distribution to ensure reliability and consistency. Five hundred questionnaires were distributed online to undergraduates in four majors at Xihua University:

Computer Science and Technology, Civil Engineering, Food Science and Engineering, and Business Administration. The collected data was analyzed using Confirmatory Factor Analysis (CFA) to test the validity and reliability of the research model, focusing on measures such as composite reliability, Cronbach's alpha, factor loading, average variance extracted (AVE), and discriminant validity. Structural Equation Modeling (SEM) was also used to examine the factors influencing behavioral intention to use short video applications in higher education. The results supported all six proposed hypotheses, successfully addressing the research objectives.

The research findings indicate that satisfaction, entertainment, and information seeking are the most influential predictors of undergraduate students' intention to continue using short video applications. Social interaction and facilitating conditions also play significant roles, while information sharing has an indirect impact. To enhance users' continuance intention, it is crucial to promote satisfaction and improve the app's functions related to these key factors.

5.2 Recommendation

The researcher identified key factors impacting continuance intention (CI) on short video applications among undergraduates from Xihua University in Chengdu, China, including information sharing (ISH), information seeking (ISK), Social Interaction (SI), entertainment (EN), facilitating condition (FC), and satisfaction (SA).

The above key factors should be developed and promoted to gain continuance intention on the short video application. In this study, satisfaction, entertainment, and information seeking were the strongest predictors of continuance intention for short video applications. The rest of the factors also significantly impacted the continuance intention of the short video application. Therefore, it is necessary to emphasize the promotion of user satisfaction and improve all functions mentioned above in the app.

To improve learners' willingness to accept the app, the company and developer should guarantee that users can use short video applications anytime, anywhere, by a device almost all users have, like mobile phones. To ensure that the attributes of information sharing, information seeking, entertainment, and social interaction are available when using the app. The features provided by short video apps should be responsive, flexible, accurate, and relevant to their interests. Specifically, ensure the platform offers diverse, engaging, high-quality content to meet users' viewing needs and interests. This can be achieved by using recommendation algorithms to push content that users are likely to find interesting accurately. Increase interactive features to boost social engagement, allowing users to enjoy social interaction and a sense of belonging within the app.

This study explains the factors affecting short video applications among undergraduates. It provides short video application companies and developers to identify variables that impact undergraduates' intention to use short video apps, which can be applied to projects, investments, and make full use of short video apps.

5.3 Limitation and Further Study

Certain limitations to this study need to be noted, and the following are recommendations for further research. Firstly, the study sample is limited to university students from a single institution, which may result in a lack of representativeness. Consequently, the findings may only partially reflect the behavior of users from other universities or age groups, thus limiting the generalizability of the conclusions. Secondly, the students involved in the study come from specific cultural and regional backgrounds, which could influence their usage habits and preferences for short video applications. Users from different cultural backgrounds may exhibit different behavior patterns, making it difficult to generalize the findings to other cultures or regions.

Meanwhile, the study mainly relies on self-report data from surveys, which may be influenced by social desirability or memory biases, affecting the data's accuracy. The last limitation was the neglect of external factors. The research may only partially consider external factors that influence university students' intentions to use the application, such as changes in policy, technological advancements, or the introduction of competing apps. These factors could significantly impact user behavior.

In future studies, the researcher can expand the sample range to include university students from different institutions, regions, and cultural backgrounds or extend the research to other age groups to improve the representativeness and generalizability of the findings. To better understand the dynamic changes in users' intentions to continue using the application, future research could adopt a longitudinal study design, tracking the behavior of the same group of users over time to reveal the long-term factors influencing their continued use. Conduct cross-cultural comparative studies to explore the differences in users' intentions to continue using short video applications across different cultural backgrounds, helping to identify the impact of cultural factors on user behavior. In addition, qualitative research may be added better to understand the deeper motivations and reasons behind user behavior. What is more, Future studies should consider more external factors, such as policy environment, technological developments, and market competition, to analyze their impact on users' intentions to continue using the application, thus deriving more comprehensive conclusions.

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