

Role of perceived value, perceived ease of use, perceived usefulness, behavioral intention, and purchase intention for advertising on Social media platforms in Beijing China

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ABSTRACT

The research investigated the role of perceived value, perceived ease of use, perceived usefulness, behavioral intention, and purchase intention for advertising on Social media platforms in Beijing China. The conceptual framework was developed from the literature review, survey, and other contemporary research in purchase intention. Accordingly, the researchers consider the importance of perceived value, perceived ease of use, perceived usefulness, behavioral intention, and purchase intention for advertising on Social media platforms in Beijing China. In this, the researchers employed the quantitative research approaches. The instruments of research were the steps of a questionnaire. Data were collected from 300 people who are small entrepreneurs for advertising on Social media platforms in Beijing China. The data collected were analyzed using descriptive statistics as mean, standard deviation, and percentage on the basis of observing the actual purchase intention for advertising on Social media platforms in Beijing China studied through all operational links in purchase intention. Findings are applications of perceived value, perceived ease of use, perceived usefulness, behavioral intention, and purchase intention are mostly-level.

Keyword: perceived value, perceived ease of use, perceived usefulness, behavioral intention, purchase intention

INTRODUCTION

Applying advertising on social media platforms can help companies reduce costs. Improve performance and receive more benefits. However, this technology itself may be a challenge for consumers who are small entrepreneurs. If the company does not understand the elements that actually affect the acceptance of small entrepreneurs in using advertising on social media platforms they may lose a large part of this profitable population. To better understand the purchasing decisions of micro-entrepreneurs and whether they will continue to use the service provider's advertising on social media platforms or not. The purpose of this research is to study Influencing Factors of purchase Intention for advertising on Social media Platforms in Beijing China to help small entrepreneurs who use advertising on social media platforms to improve their service levels and attract more new customers.

Narrowing down the top Chinese social media apps is no easy feat. There are tons of apps that cater to very specific audiences and do very specific things. And they're all part of the bigger social media umbrella. But when you can't be everywhere and need to choose only the best opportunities, a short list of Chinese social media apps can come in handy. Here's our list of Chinese social media apps you'll want to explore: 1) Sina Weibo 2) WeChat 3) TikTok (aka Douyin) 4) Tencent QQ 5) Baidu Tieba 6) Tencent Video 7) Zhihu 8) Little Red Book. Chinese social media's combination of huge user numbers and platform variety presents a significant advertising opportunity for global brands. Brands and businesses are recognizing this opportunity, and are creating bespoke content for many of these platforms. This includes

offering flash sales on WeChat, using KOLs on Xiaohongshu, and targeting Zhihu users with niche product offers. Very recently, Xiaohongshu began offering its a “brand partner platform”, a service where brands can be connected with influencers to arrange for sponsored content. Since unveiling this service, many luxury brands (including YSL, Shiseido, and Fendi) have entered into official collaborations with KOLs, using Xiaohongshu to drive online interest.

METHODOLOGY

The study role of perceived value, perceived ease of use, perceived usefulness, behavioral intention, and purchase intention for advertising on Social media platforms in Beijing China, the researcher has studied documents, textbooks, concepts, theories, and related research consistent with the study’s objectives. This research is quantitative research in the format is survey research. The research tool was a questionnaire. Data was collected by instrument-based interviews. The population is small entrepreneurs in Beijing China, the total number of entrepreneurs is 1,205 people in Beijing, China. The survey sample was 300 residents from small entrepreneurs in Beijing, China. The researchers used a simple random sampling method to conduct a random sample size, as determined according to the Taro Yamane formula (Yamane, 1973). The researchers conducted a simple random sampling calculation using the Taro Yamane formula, and based on the calculation results, the number of samples was 300. The confidence level is 95%. The tolerance of the sample is at the level of 0.05. Perceived value, perceived ease of use, perceived usefulness, behavioral intention, and purchase intention of small entrepreneurs who come to order advertising on Social media Platforms in Beijing China the mean (\bar{X}) and the standard deviation (S.D.) were analyzed using a 5-interval approximation scale to count and weight each performance level and the performance level of the sample group of respondents by assigning numbers instead of weights. The researcher used a 5-level estimation scale by choosing the Likert method and at each level, there was a range value derived from the following calculation formula.

RESULTS

The personal characteristics of small entrepreneurs in Beijing China. Opinion level results on role of perceived value, perceived ease of use, perceived usefulness, behavioral intention, and purchase intention for advertising on Social media platforms in Beijing China.

Table 1 Personal characteristics of small entrepreneurs in Beijing, China

Characteristics of small entrepreneurs	number (n=300)	Percentage
1. Gender		
- Male	172	57.33
- Female	128	42.67
2. Age		
- 18 - 25 Year	79	26.33
- 26 – 35 year	62	20.67
- 36 – 45 year	82	27.33
- More than 46 year	77	25.67

3. Marital status		
- single	115	32.99
- married	122	35.58
- divorced	63	31.43
4. Degree of education		
- lower than bachelor's degree	88	29.33
- Bachelor's degree	97	32.33
- Graduated	115	38.34
5. Working time		
- 1-3 years	99	33.00
- 4-6 years	128	42.67
- More than 7 years	73	24.33
6. Monthly income		
- 1000-3000 Yuan	97	32.33
- 3001-5000 Yuan	114	38.00
- 5001-8000 Yuan	89	29.67

From the table 4.1, the perspective of gender, male are significantly higher than female, accounting for 57.33 percentage, and female 42.67 percentage.

Regarding the age of small entrepreneurs, the highest proportion was 36-45 years old, accounting for 27.33%, followed by small entrepreneurs aged 18-25 years and small entrepreneurs aged 26-35 years, accounting for 26.33% and 20.67%, respectively, and small entrepreneurs over 46 years old. Representing 25.67% said that small entrepreneurs who responded to the survey were generally middle age.

Regarding marital status, 35.58% were single, 32.99% were divorced, and 31.43% were related to the age distribution. The company had many small entrepreneurs.

From the perspective of educational background, small entrepreneurs in Beijing China generally have lower than bachelor's degree, Bachelor's degree, and postgraduate accounting for 29.33, 32.33 and 38.34% respectively.

From the perspective of working years, the small entrepreneurs in Beijing China are generally in the range of 1-3 years, 4-6 years of employment, accounting for 33.00 and 42.67 respectively, and the small entrepreneurs who have worked for more than 7 years also account for a certain proportion, 24.33%.

In terms of monthly income, 38.00% of small entrepreneurs in Beijing China have a monthly income of 3000-5000 Yuan, 29.67% of small entrepreneurs have a monthly income of 5000-8000 Yuan, and only 32.33% of small entrepreneurs have a monthly income of 1000-3000 Yuan, indicating that the average monthly income of small entrepreneurs has basically reached the middle-income level.

To study Perceived value, perceived ease of use, perceived usefulness, behavioral intention, and purchase intention for advertising on social media platforms in Beijing China

1. Perceived Value

Table 2 the level of opinion about the perceived Value

Perceived Value	Mean	S.D.	Level	Rank
1. I can get my sale done smoothly with the use marketing advertising on social media platforms	4.178	.658	most	4
2. I can sale I want according to using the marketing advertising on Social media Platforms	4.234	.708	mostly	3
3. Marketing advertising on social media platforms has improved my efficiency when selling.	4.312	.723	mostly	2
4. It's cost-effective to using marketing advertising on social media platforms.	4.443	.698	mostly	1
5. I enjoy using marketing advertising on social media platforms.	4.115	.704	most	5
Total	4.256	.698	mostly	

From Table 2, the mean and standard deviation of the opinion level of the perceived value variable is at a mostly level, with the mean value at a mostly level being 4.256. Comprehensive from all aspects, the average of the mostly side is "It's cost-effective to using marketing advertising on social media platforms", mostly level average of 4.443, followed by "Marketing advertising on social media platforms has improved my efficiency when selling" mostly level of average of 4.312, "I can sale I want according to using the marketing advertising on Social media Platforms" mostly level of average of 4.234, "I can get my sale done smoothly with the use marketing advertising on social media platforms" most level of average of 4.178, the last is "I enjoy using marketing advertising on social media platforms", the average is 4.115, in the most level.

2. Perceived ease of use

Table 3 the level of opinion about Perceived ease of use

Perceived ease of use	Mean	S.D.	Level	Rank
1. It is very easy for me to selling products using the marketing advertising on social media platforms.	4.179	.709	most	4
2. I can learn to selling products through the marketing advertising on social media platforms in just a few minutes.	4.101	.713	most	5
3. It only takes me a few minutes to selling products through the marketing advertising on social media platforms.	4.211	.710	mostly	3

4. I can selling products through the marketing advertising on social media platforms while relax traveling	4.344	.693	mostly	1
5. It is very easy for me to selling products using the marketing advertising on social media platforms.	4.312	.698	mostly	2
Total	4.229	.704	mostly	

From Table 3, the mean and standard deviation of the opinion level of the perceived ease of use variable is at a high level, with the mean value at a mostly level being 4.229. Comprehensive from all aspects, the average of the mostly side is "I can selling products through the marketing advertising on social media platforms while relax traveling", mostly level average of 4.344, followed by "It is very easy for me to selling products using the marketing advertising on social media platforms" mostly level of average of 4.312, "It only takes me a few minutes to selling products through the marketing advertising on social media platforms" mostly level of average of 4.211, "It is very easy for me to selling products using the marketing advertising on social media platforms" most level of average of 4.179, the last is "I can learn to selling products through the marketing advertising on social media platforms in just a few minutes", the average is 4.101, in the most level.

3. Perceived usefulness

Table 4 the level of opinion about Perceived usefulness

Perceived usefulness	Mean	S.D.	Level	Rank
1. I know that purchasing marketing advertising on social media platforms is convenient.	4.222	.729	mostly	4
2. I know that purchasing marketing advertising on social media platforms is financially safe.	4.304	.708	mostly	2
3. I know that purchasing marketing advertising on social media platforms will be done delivered quickly.	4.188	.666	most	5
4. I know that purchasing marketing advertising on social media platforms receives the correct product according to the order	4.469	.717	mostly	1
5. I know that purchasing marketing advertising on social media platforms is no have problem or damage.	4.272	.711	mostly	3
Total	4.291	.706	mostly	

From Table 4, the mean and standard deviation of the opinion level of the perceived usefulness variable is at a mostly level, with the mean value at a mostly level being 4.291. Comprehensive from all aspects, the average of the mostly side is "I know that purchasing marketing advertising on social media platforms receives the correct product according to the order", mostly level average of 4.469, followed by "I know that purchasing marketing

advertising on social media platforms is financially safe“ mostly level of average of 4.304, “I know that purchasing marketing advertising on social media platforms is no have problem or damage” mostly level of average of 4.272, “I know that purchasing marketing advertising on social media platforms is convenient” most level of average of 4.222, the last is "I know that purchasing marketing advertising on social media platforms will be done delivered quickly", the average is 4.188, in the most level.

4. Behavioral intention

Table 5 the level of opinion about Behavioral intention

Behavioral intention	Mean	S.D.	Level	Rank
1. I have an intention to purchasing marketing advertising on social media platforms only.	4.188	.732	most	3
2. I intend to shop marketing advertising on social media platforms even though there are many alternatives.	4.105	.711	most	4
3. I have the intention the purchasing marketing advertising on social media platforms even though I find the same product at another store.	4.221	.762	mostly	1
4. I intend to recommend purchasing marketing advertising on social media platforms to friends and relatives.	4.202	.743	mostly	2
Total	4.179	.737	most	

From Table 5, the mean and standard deviation of the opinion level of the behavioral intention variable is at a most level, with the mean value at a most level being 4.179. Comprehensive from all aspects, the average of the mostly side is "I have the intention the purchasing marketing advertising on social media platforms even though I find the same product at another store", mostly level average of 4.221, followed by "I intend to recommend purchasing marketing advertising on social media platforms to friends and relatives“ mostly level of average of 4.202, “I have an intention to purchasing marketing advertising on social media platforms only” mostly level of average of 4.188 the last is "I intend to shop marketing advertising on social media platforms even though there are many alternatives", the average is 4.105, in the most level.

5. Purchase Intention

Table 6 the level of opinion about the Purchase Intention

Purchase Intention	Mean	S.D.	Level	Rank
1. I have planned in advance to buy marketing advertising on social media platforms for a long time.	4.214	.719	mostly	4

2. I has already thought and selected the design of marketing advertising on social media platforms in mind before.	4.459	.772	mostly	1
3. I sacrifice my precious personal time to buy marketing advertising on social media platforms.	4.448	.698	mostly	2
4. I use my personal vacations to buy marketing advertising on social media platforms.	4.444	.722	mostly	3
Total	4.391	.727	mostly	

From Table 6, the mean and standard deviation of the opinion level of the purchase Intention variable is at a mostly level, with the mean value at a mostly level being 4.391. Comprehensive from all aspects, the average of the mostly side is "I has already thought and selected the design of marketing advertising on social media platforms in mind before", mostly level average of 4.459, followed by "I sacrifice my precious personal time to buy marketing advertising on social media platforms" mostly level of average of 4.448, "I use my personal vacations to buy marketing advertising on social media platforms" mostly level of average of 4.444, the last is "I have planned in advance to buy marketing advertising on social media platforms for a long time", the average is 4.214, in the mostly level.

CONCLUSION

The mean and standard deviation of opinion levels regarding factors affecting purchase intention to use are at a mostly overall level, with a mostly-level mean at 4.269. From each variable, we found that the mostly average was purchase intention (4.391), at a mostly level, followed by perceived usefulness (4.291), at a mostly level, perceived value (4.256) at a mostly level, perceived ease of use (4.229), at a mostly level, and the lowest was Behavioral intention, with an average of 4.179 at a most level.

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