

A Critical Research on Xiaohongshu for Information Sharing for Chinese Teenagers

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Recommended Citation:

Jinglin Tan (2024). "A Critical Research on Xiaohongshu for Information Sharing for Chinese Teenagers". *Profesional de la información*, v. 33, n. 1, e330017.
<https://doi.org/10.3145/epi.2024.0017>

Received: 10th October 2023

Accepted: 4th March 2024



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Abstract

Nowadays Xiaohongshu has become the primary communication tool for young people in China, acting as a crucial platform for information sharing and socialization. To understand the multifaceted factors that shape their information sharing behavior on Xiaohongshu, this study applies the Technology Acceptance Model (TAM) to explore how perceived social influence impacts Xiaohongshu user experience, the motivation for information sharing, and perceived usefulness of Xiaohongshu. The study also identifies the influence of Xiaohongshu user experience and motivation for information sharing on perceived usefulness of Xiaohongshu subsequently impacting the information sharing behavior on Xiaohongshu. 390 Chinese teenagers were selected to participate in the study. The structured survey questionnaire was used to collect the data using convenience sampling technique. The data were analyzed using structural equation modeling approach with IBM SPSS AMOS software. The findings supported all direct hypotheses (H1-H6) and showed that there are significant correlations among perceived social influence, Xiaohongshu user experience, motivation for information sharing, perceived usefulness of Xiaohongshu, and information sharing behavior on Xiaohongshu. The study also tested the indirect effects through mediation analysis. The mediation results reveal that Xiaohongshu user experience and motivation for information sharing positively mediates the relationship between perceived social influence and perceived usefulness of Xiaohongshu. The findings show that perceived usefulness of Xiaohongshu has a mediation effect between perceived social influence and information sharing behavior on Xiaohongshu. The perceived usefulness of Xiaohongshu also found as a mediator between Xiaohongshu user experience and information sharing behavior on Xiaohongshu as well as between motivation for information sharing and information sharing behavior on Xiaohongshu. The insights from this study can be used to design strategies by different stakeholders such as social media platforms, educators, and policy makers for improving user experience, encouraging responsible information sharing, and creating safe online interaction among teenagers.

Keywords

Information Sharing Behavior, Xiaohongshu, Teenagers, China.

1. Introduction

In today's digital age, social media platforms have become the key part of most people communication and interacting on social networks, especially among youth. Amongst these platforms, Xiaohongshu has earned a great popularity and is now considered a main tool for the distribution of information and the interaction, especially amongst young Chinese people (Lee *et al.*, 2021). Thus, it is imperative to comprehend the behavior patterns of users on Xiaohongshu, and in this case, the sharing of information, which is crucial. Xiaohongshu's ease of use is primarily due to its visual design, ideal for uploading photos and short clips, and accompanied by captions and hashtags (Hauser *et al.*, 2022). The structure enables self-expression, content curation and audience engagement in a very interactive and user centric



manner. For youth of China who usually move through a stringently controlled internet environment, Xiaohongshu offers a distinctive space for artistic expression and connections with worldwide trends and inspirations (Craig *et al.*, 2021). However, with features like Stories, Reels, and IGTV Xiaohongshu gradually moves beyond plain posting and provides new content types and ways of communication. This versatility encourages user's participation and helps to create a sense of community among them, strengthening Xiaohongshu's position as the top choice for social interactions (Kokko, 2023). Nevertheless, Xiaohongshu is a complex system of information sharing. While the platform enables the spread of content at a fast pace, the users should address problems like authenticity, credibility and privacy.

Xiaohongshu, a commonly used SNS in China, plays an important role in teenagers' social lives and information use, but at the same time, there exist gaps in the existing literature that need to be explored (Zhang *et al.*, 2021). Firstly, although previous research has probed many aspects of social media behavior such as the effects of social influence and the user experience, the concrete situation of Xiaohongshu usage in this group of Chinese teens deserves a closer inspection. The Technology Acceptance Model (TAM) is a theoretical framework which analyzes the behavior of the user (Davis, 1989). Nonetheless, the Chinese cultural and social environment's adaptation of the TAM to Xiaohongshu remains to be further studied. Thus, it necessitates an extensive examination into the intricate relationship between the perceived social influence, user experience, motivation to share information, and value of Xiaohongshu to the Chinese teenagers (Dmitriev *et al.*, 2020).

This study contributes to knowledge base on this topic by proposing factors which affect Xiaohongshu information sharing behavior among Chinese teenagers. Through the Technology Acceptance Model employed, the study presents a comprehensive framework for looking at such complex dynamics. Moreover, by means of empirical analysis and structural equation modeling, this study delves into the links between social influence, user experience, motivation for information sharing, the usefulness of Xiaohongshu and information sharing behavior. This research provides not just theoretical insights but also valuable ideas to the stakeholders who includes social media platforms, educators and policymakers who can devise necessary strategies to better user experiences, responsible information sharing and safe online interactions for the teenagers in China.

2. Literature Review

Social media platforms have radically changed the way people communicate, share information, and interact with each other. Xiaohongshu is a dominant online social networking platform in the contemporary landscape (Rogers, 2021). For this reason, the factors that determine how people behave on Xiaohongshu and, especially, young users, attract notable academic attention. Social influence that is perceived is of great importance in the development of people's attitudes and behavior online. As per the theory of social influence, people are subjected to the thoughts, opinions, and actions of the others who are in their social network (Friedkin, 1998). According to (Bhagat; Kim, 2023), the impact of perceived social influence can be seen in the manner of use, content sharing and engagement on social media. This could be interpreted as the more users assume that their contacts or peers are sharing information on platforms such as Xiaohongshu the more likely they are to be influenced into information sharing behaviors. Technology Acceptance Model (TAM) which is a theoretical base for understanding users' acceptability and adoption of technology. According to TAM, perceived ease of use and perceived usefulness are two key factors that influence users' attitudes and intentions about use of a particular technology tool (Davis, 1989). User experience, which can be defined by interface design, usability, and satisfaction, largely decide how people perceive technologies. Research has shown that when users have a good experience on social media platforms such as Xiaohongshu, it leads to greater acceptance and adoption (Alsaleh *et al.*, 2019). Moreover, different studies emphasize the role of user interface design and usability for sustaining user experience and increasing user engagement with social media networks (Wei *et al.*, 2020).

Information sharing behavior on Xiaohongshu involves a lot of things. Such activities include posting pictures, videos, stories as well as sharing links and contents created by other users. Xiaohongshu has multi-dimensional motivations which can be affected by social impact, self-presentation, information seeking, entertainment and social connections. It has been already confirmed that the reasons to share information on Xiaohongshu may be related to social affirmation, self-expression, identity formation, and the capital accumulation (Jerslev; Mortensen, 2016). Although existing literature contributes immensely to the understanding of the factors influencing social media use and sharing behaviors, there is insufficiency of research targeted toward the Xiaohongshu usage trends among the Chinese adolescents (Zavdoveev *et al.*, 2020). Above all, not many researches are focused on using the theoretical frameworks like TAM to grasp the Xiaohongshu usage within the Chinese culture and society. Hence this paper tries to eliminate these gaps by looking into the impact of perceived social influence on Xiaohongshu user experience, the motivation for information sharing, and the perceived usefulness. Through this research we aim to gain a deeper understanding of the factors that drive information sharing behavior on Xiaohongshu among young people in China. The research model is displayed in Figure 1.

3. Research Hypothesis

3.1. Perceived Social Influence and Xiaohongshu User Experience

Social influence, which can be defined as the degree to which individuals' attitudes, beliefs, and behaviors are affected

by others with who they are socially connected (Venkatesh *et al.*, 2003), is essential for user experience building on Xiaohongshu. The hypothesis asserts that the perceived social influence directly contributes to Xiaohongshu user experience, thus, people's perceptions of the pressure, norms, and expectations of society from their friends affect their engagement and perception of the platform (Akdin *et al.*, 2022). Social influence on Xiaohongshu is shown through the different channels like direct interaction with classmates, family members, and friends along with the content shared by influencers and other users within the platform. Individuals might be inspired by the behaviors and taste of the others they follow or are connected to on Xiaohongshu, hence, adopting patterns of engagement, media consumption and interaction which are similar to those (Aljukhadar *et al.*, 2020). The impact of social influence on Xiaohongshu user experience manifests itself in several important areas. Initially, an individual could be pushed to conform to the established norms in their community, shaping patterns of posts, frequency of interactions, as well as the type of interactions. For instance, individuals could be more likely to publish content that matches the public interests and preferences of their friends and reflects positively on their social identity. This way, they will enhance their social standing among their social network or feel more embraced.

Additionally, perceived social influence can shape the way individuals perceive the value and relevance of content on Xiaohongshu, which, in turn, can affect their general satisfaction and enjoyment of the platform (Saprikis; Avlogiaris, 2023). Social interactions of the users with the content, which implies social norms of peers reinforce their understanding of belonging to any particular social group. In contrast, the information that is in contrast or does not gain social approval can be seen in a negative way, thus lowering user satisfaction and engagement on social media. Additionally, social influence is capable of changing the way people weigh trust and credibility because users usually value their social network's content and discussion more than anything that originates from unusual sources (Al-Yazidi *et al.*, 2020). Social proof described thusly, that is, as a phenomenon which indicates that people are more likely to believe and interact with the content that has already been trusted and recommended by their peers, thus leading to a better user experience.

H1: Perceived social influence impacts Xiaohongshu user experience.

3.2. Perceived Social Influence and Motivation for Information Sharing

Social influence is a widely accepted determinant of the intentions of the people to share the information on the social media websites (Fu *et al.*, 2020). It means that there is a greater probability of sharing information on Xiaohongshu if individuals directly perceive social influence their motivation level. This can be described as peer opinions, attitudes, and expectations regarding the subject matter being central in an individual's decision to disclose information to people in their network. Social influence of Xiaohongshu can be seen through these means: social validation, conformity and social comparisons. People can be influenced by the behaviors or perspectives of Xiaohongshu users they follow or who they are connected to on Xiaohongshu (Iftikhar *et al.*, 2023). This process promotes the adoption of similar patterns or conformity to social norms and expectations surrounding them in their social environment. Social validation and approval are two of the main drivers of how social influence is a strong determinant of what motivates information sharing, among others. These social interactions such as likes, comments, and shares are the indicators of their social importance and approval among their friends. The shared social context is another indicative influence that makes individuals share information so that they can acquire social acknowledgement and approval (Hung *et al.*, 2021).

Along with the other kind of social influence, this influence can instigate that people think the information is important and want to share it. Therefore, users will rather share the posts that they feel are liked by their friends' tastes and preferences and that increase their self-respect. Therefore, such content is more socially meaningful for the community and it is obvious that this kind of content should be shared (Yoo, 2022). On the contrary, showing the information that is against the social norms or that people tend not to like can reduce the sharing of information. Moreover, social influence plays a part in how people think about social capital and status on Xiaohongshu by making them want to share information. Dissemination of knowledge or other data can give users the opportunities to raise their social positions and reputation through being more visible and influential in their social network (Baykal; Hesapci Karaca, 2022). People may engage in information sharing because they would like to see others react to the same content they post on social media. This could be a strategy for them to acquire social capital and increase their place in the social network.

H2: Perceived social influence impacts motivation for information sharing.

3.3. Perceived Social Influence and Perceived Usefulness of Xiaohongshu

Perceived social influence, which consists of the beliefs, opinions, and behaviors of people within one's social network, is claimed to be directly related to the perceived usefulness of Xiaohongshu. This hypothesis assumes that people's perceptions of the expectations, norms, and pressures from their peers modify their perception of utility and value of the Xiaohongshu (Purnama; Asdlori, 2023). Social validation is among the ways through which perceived social influence has an impact on perceived usefulness. Users frequently vent to their social networks for validation and reassurance on the choices they make, including the platforms they utilize. If people believe that their friends are endorsing and using Xiaohongshu, they will most probably regard Xiaohongshu as useful and valuable for social

interaction, entertainment, and communication (Jin *et al.*, 2021). On the other hand, if users consider that their social circle surrounds themselves with alternative platforms or they do not actively interact with Xiaohongshu, they may regard the platform as less interesting and useful in fulfilling their social needs. The social proof can affect the users' perception of the platforms utility in building or maintaining social connections. Users are likely to perceive that Xiaohongshu is more useful for them if they believe that the platform enables them to remain connected to their friends, family, and peers; to share personal experiences; and to participate in social activities. The perceived social influence could be generated by observing other people's positive experiences and dialogues on Xiaohongshu. This might reassure people about the platform's contribution to social connections and relationships (Kim, 2022).

Furthermore, the perceived social influence may, in some instances, facilitate the utilization of the platform as a source of up-to-date and relevant information. Users are more likely to rate Xiaohongshu as a useful platform if they think the platform gives them opportunity to remain updated about the events, trends, and topics that both in their network and beyond (Haenlein *et al.*, 2020). Social influence plays an important role in people's perception of Xiaohongshu as an educational and knowledgeable platform. The fact that they see others around them giving attention to such information contributes to their own perception. Besides, the social influence can also affect people's views about the use of the platform in shaping their social status and social image. Users may view Xiaohongshu not only as a more useful platform but also as a space where they can express themselves, build their personal brand, and gain social recognition (Huang; Chang, 2020). The social perception of observation of others' success and influence on Xiaohongshu may increase an individual's social capital and status within their community.

H3: Perceived social influence impacts perceived usefulness of Xiaohongshu.

3.4. Xiaohongshu User Experience and Perceived Usefulness of Xiaohongshu

The hypothesis holds that the user experience on Xiaohongshu affects users' perception on the platform and its functionality. User experience covers aspects such as interface design, usability, satisfaction and overall convenience, all of which have a great influence on how the platforms are perceived by the users (Al-Shamaileh; Sutcliffe, 2023). One primary factor of user experience that concerns usefulness is interface design. Xiaohongshu navigation that is both visually appealing and quite friendly to the users makes it quite enjoyable and satisfying for the users (Riaz *et al.*, 2023). The ease of navigation across the website and effortlessness with which the users find the content and use the features increase their perception of the platform as a tool that can answer its social and informational needs. Usability, one more essential element of user experience, is the ability the users to do their tasks easily and get what they want on Xiaohongshu. A system that comes with high usability allows users to post content, interact with other users and discover new content with low cognitive effort and low mental load. A good usability experience increases users' efficiency and effectiveness in using the platform, which in turn leads to higher level of perceived usefulness (Pal; Vanijja, 2020).

To add on, user satisfaction level with Xiaohongshu in general impacts how useful they rate the platform. People with a favorable opinion about their interactions, content ease, and social relationships on Xiaohongshu are more likely to appraise the platform as valuable and useful to their social and information needs (Kocak *et al.*, 2020). The users' positive feedback about their pleasant experience with the platform strengthens the perceptions of usefulness and urges greater engagement. Furthermore, the satisfaction received from Xiaohongshu usage strengthens users' beliefs about the utility of the app. Xiaohongshu gives users a platform for self-creation, self-expression, and social interaction, all of which lead to an enjoyable and pleasurable user experience (Moore, 2021). Users who continue to be affable and find the platform enjoyable are more likely to perceive the platform as essential in achieving their social and informational goals, thus enhancing positive perceptions and intentions towards consistent usage.

H4: Xiaohongshu user experience impacts perceived usefulness of Xiaohongshu.

3.5. Motivation for Information Sharing and Perceived Usefulness of Xiaohongshu

The hypothesis suggests that individual's motivation for info-sharing on Xiaohongshu results in the perception of Xiaohongshu's usefulness (Kay, 2019). Motivation for information sharing is about the underlying factors and rewards that determine people to share content such as photos, videos, stories and links on Xiaohongshu with their community. Motivation for information sharing increases the perception of usefulness by creating connections and relationships among individuals (Al-Husseini, 2023). Users post on Xiaohongshu to maintain their connections with people important to them, friends, family and peers. This enables them to feel closer and in the circle of their online community. The usefulness of Xiaohongshu perceived is greatly increased when users regard the platform as an important tool for social connections building through information sharing. In addition, motivation to share information can impact how people evaluate the platform's utility in connection with self-expression and identity construction (De Vries *et al.*, 2017). People may share content on the Xiaohongshu platform as a result of a desire to communicate creatively, demonstrate their interests, hobbies, and experience, and create a social online image. The feeling of Xiaohongshu usefulness increases for users select the platform to be a supportive means of self-expression and identity exploration through information sharing (Choi; Sung, 2018).

The motivation for information sharing may affect peoples' perception of the platform's usefulness in providing necessary and timely information. Users may share informative and relevant content on Xiaohongshu as a way to support their social network with information about topics of interest, trends and events (Lee *et al.*, 2021). The user engagement of Xiaohongshu is stimulated by the users who regard the platform as a convenient source of information and knowledge through sharing of information. Moreover, added motivation for sharing information creates context for a platform utility used in creating sociality influence and status. Users might share content on Xiaohongshu as a way of boosting their social capital, getting some visibility and making a name for themselves within their community (Fiers, 2020). The sense of usefulness of Xiaohongshu is enhanced for the users who perceive the platform as a tool for creating and improving social status by means of information sharing.

H5: Motivation for information sharing impacts perceived usefulness of Xiaohongshu.

3.6. Perceived Usefulness of Xiaohongshu and Information Sharing Behavior on Xiaohongshu

The research suggests that people's assessment of their own Xiaohongshu value determines whether or not they reveal private information about themselves on the platform. The term usefulness implies the users' own personal estimate of the extent to which Xiaohongshu assists in the achievement of their goals and in satisfying their needs for communication and content as well as that of sharing information (Nedra *et al.*, 2019). The social goals value of Xiaohongshu is one of the most common behavioral instruments that influence the usefulness of the information sharing behavior. Xiaohongshu users who perceive Xiaohongshu as a useful tool for maintaining social relationships, developing relationships, and communicating to their social group are likely to share information (Shane-Simpson *et al.*, 2018). They are given an opportunity to form social bonds, receive feedback and interactions from friends and other fellow classmates as well as have a rich social encounter whenever they post on Xiaohongshu. The second thing is that perceived usefulness of social media platform determines the way people thought about the usefulness of social media platform in terms of expressing self, individuality, and identity. Individuals who view Xiaohongshu as versatile for showcasing their artistic side, interests, and curating their online image tend to be more active information sharers (Bailey *et al.*, 2020). They thus may perceive Xiaohongshu as an opportunity to express their personalities, interests and values to their social network, and thus, to their selves through the platform.

Another aspect is the usefulness perception of the platform that affects persons' ideas of it as an information and knowledge sharing resource. Xiaohongshu users who perceive it as helpful in accessing timely and relevant information as well as information on current events and trends and for learning from others or the people in their social network are more likely to engage in information sharing behaviors (Marcella-Hood; Marcella, 2023). These may understand sharing informative and valuable content on Xiaohongshu as a way of sharing knowledge and enriching the experience of their peers. The perceived usefulness has a direct impact on how individuals think about the app as a powerful resource for social popularity and status. Participants who view Xiaohongshu as helpful for the development and expansion of social capital, reputation, and influence within their social circle are much more likely to participate in information spreading behaviors (Ellison; Vitak, 2015). On Xiaohongshu, sharing contents might be their way of positioning themselves as the leaders of thoughts or trendsetters within their community.

H6: Perceived usefulness of Xiaohongshu impacts information sharing behavior on Xiaohongshu.

3.7. Xiaohongshu User Experience as a Mediator

Hypothesis 7 suggests that the relationship between perceived social influence and the perceived usefulness of Xiaohongshu is mediated by Xiaohongshu user experience. It proposes that impressions of social influence come to bear indirectly upon impressions of Xiaohongshu's usefulness via the quality of user experience. A positive social influence may lead to a better user experience, in this way raising the perceived usefulness, while a negative social influence may decrease both user experience and perceived usefulness (Albayati *et al.*, 2020).

H7: Xiaohongshu user experience mediates the relationship between perceived social influence and perceived usefulness of Xiaohongshu.

3.8. Motivation for Information Sharing as a Mediator

Hypothesis 8 demonstrates that motivation to share information mediates the association between perceived social influence and perceived usefulness of Xiaohongshu. This framework claims that individuals' desire to share content on Xiaohongshu is rooted in their understanding of social influence. This leads to their conclusion that Xiaohongshu is a meaningful medium (Casaló *et al.*, 2017). Positive social impact may lead to people sharing content which in turn would boost Xiaohongshu's usage rating, but on the other hand, negative social influence might impend people sharing information which will result in decreasing of usefulness (Heimbach; Hinz, 2018).

H8: Motivation for information sharing mediates the relationship between perceived social influence and perceived usefulness of Xiaohongshu.

3.9. Perceived Usefulness of Xiaohongshu as a Mediator

The ninth hypothesis entails that the perceived usefulness of Xiaohongshu plays a mediating role in the relationship between perceived social influence and the information-sharing behavior on Xiaohongshu. It implies that perceptions of social influence lead to information sharing via perceived usefulness in an indirect way. The positive social influence leads those perceiving Xiaohongshu as valuable to reciprocate with more information sharing, while negative social influence causes the decrease of perceived usefulness and information sharing behavior (Chen, 2020).

Hypothesis 10 implies that the perceived usefulness of Xiaohongshu serves as a mediator in the link between Xiaohongshu user experience and information sharing behavior on Xiaohongshu. It proposes that a positive user experience, consisting of satisfaction and ease of use, makes people conceive Xiaohongshu as more useful, hence stimulating information sharing behavior. On the other hand, negative user experience through perceived usefulness diminishes the possibility of information sharing on Xiaohongshu (Susanto *et al.*, 2021).

According to this hypothesis 11, perceived usefulness of Xiaohongshu work as a mediating factor between motivation for information sharing and information sharing behavior on Xiaohongshu. It implies that when a user views Xiaohongshu as the means to reach their social and informational goals by the sharing of information, the desire to share information is intensified (Geraldo; de Souza Pinto, 2020). Therefore, the higher the perceived usefulness will improve their intention of information sharing behavior. On the contrary, if Xiaohongshu seems less relevant for meeting their social and informational needs, their motivation to share information might decrease, leading to decreased information sharing behavior on Xiaohongshu (Kol; Lissitsa, 2024).

H9: Perceived usefulness of Xiaohongshu mediates the relationship between perceived social influence and information sharing behavior on Xiaohongshu.

H10: Perceived usefulness of Xiaohongshu mediates the relationship between Xiaohongshu user experience and information sharing behavior on Xiaohongshu.

H11: Perceived usefulness of Xiaohongshu mediates the relationship between motivation for information sharing and information sharing behavior on Xiaohongshu.

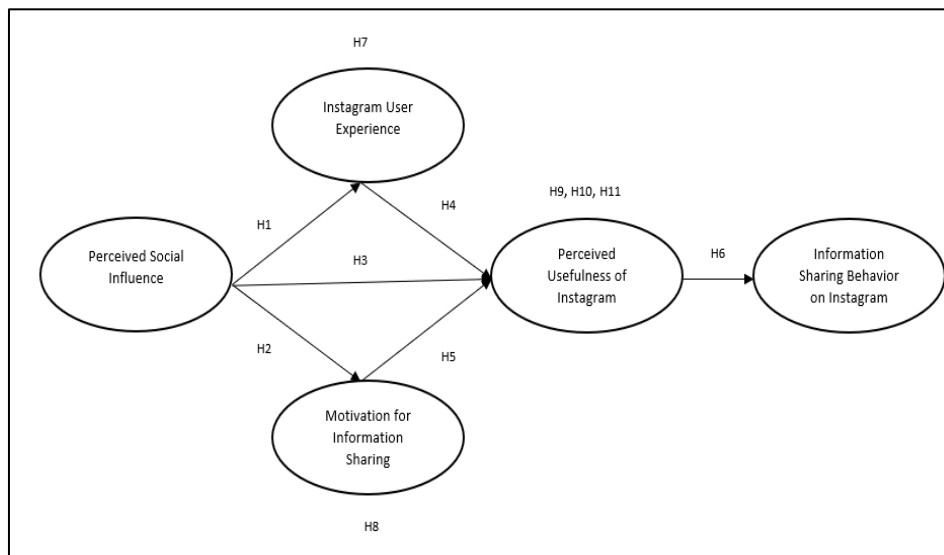


Figure 1: Research Model.

4. Research Methodology

This study utilizes a quantitative research design to explore the relationships stipulated in the hypotheses. The quantitative approach reveals the connections among the variables and the verification of the hypotheses through statistics. The study participants comprise 390 Chinese teenagers who have been recruited for the study by the convenience sampling technique. The convenience sampling technique was used because of its convenience and accessibility for researchers in attaining the necessary data from the participants. The data were collected from the participants through a structured questionnaire. The questionnaire was composed of items to measure the variables proposed in the hypothesis like perceived social influence, Xiaohongshu user experience, motivations for information sharing, perceived usefulness of Xiaohongshu, and information sharing behavior on Xiaohongshu. The survey instrument was developed on the base of scales and measures in the literature. Instruments include only aspects that are really meaningful in this study. The study conducted a pilot test to confirm the accuracy, clarity, and reliability of our measures.

A confirmatory factor analysis (CFA) was performed to evaluate the measurement model for its reliability and validity. After that, the structural equation modeling (SEM) was performed to test the proposed relationships between the

variables. These analyses were done using IBM SPSS AMOS. SEM enables study of interactions among multiple variables and testing of the hypothetical direct and indirect effects (Kline, 2023). Ethical guidelines were followed throughout the whole process of the research to ensure respect for the personal rights and confidentiality of the participants. Informed consent was obtained from the participants, and their participation was voluntary. The confidentiality and anonymity of the participants were ensured. It also included ethical principles concerning the storage, analysis, and distribution of data.

5. Findings

The study examined the measurement model to determine if the variables represent the theoretical components via study variables. After that, the hypotheses were evaluated as well (the structural model).

5.1. Measurement Model

CFA with AMOS was carried out to be sure that the measurement model is valid. The Table 2 illustrates that all the factor loadings are above the specific value of 0.6 except MS1 and PU2 (Hair et al., 2016). These two items were deleted due to poor loadings. CMIN/DF, CFI, NFI, GFI, RMR, SRMR, and RMSEA were employed to gauge the model fit. All the values of these indicators were within the recommended range (Hu; Bentler, 1998; Bentler, 1990a; 1990b). In Table 1, all the model-fit values are presented. The measurement model is presented in Figure 2.

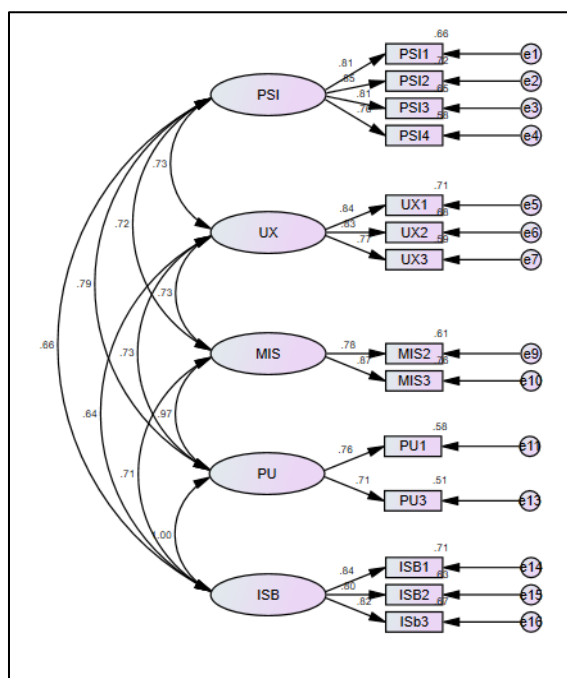


Figure 2: Measurement Model.

Table 1: Measurement Model Fit Values.

Measure	Abbr.	Recommended Values	Scores
Chi-square/df (CMIN/DF)	X ² /df	< 3.0 *	2.981
Comparative Fit Index	CFI	> 0.90 *	0.961
The Normed Fit Index	NFI	> 0.90 *	0.944
Goodness of fit	GFI	> 0.90 *	0.934
Root Mean Square Residual	RMR	< 0.08 *	0.034
Standardized Root Mean Square Residual	SRMR	< 0.08 *	0.031
Root Mean-Square Error of Approximation	RMSEA	< 0.08 *	0.033

X²/df=Chi-square/df (CMIN/DF), CFI=Comparative Fit Index, NFI=The Normed Fit Index, GFI=Goodness of fit, RMR=Root Mean Square Residual, SRMR=Standardized Root Mean Square Residual, RMSEA=Root Mean-Square Error of Approximation

5.2. Reliability

Cronbach's alpha (α) and composite reliability (CR) were used to assess the construct reliability. It can be seen from Table 2 that all Cronbach's alpha values for all study constructs are greater than the suggested value of 0.70 (Bernstein; Nunnally, 1994). Composite reliability (CR) values, which were ranging from 0.707 to 0.883, were rather higher than the level of 0.70 recommended (Hair et al., 2011). They were accepted as reliable and valid indicators of constructs as they represent what they are intended to indicate.

5.3. Convergent Validity

The average variance extracted (AVE) was considered to be the criterion for assessing the convergent validity of the

scale items. Table 2 has AVE values that are all greater than 0.50 cutoff value (Fornell; Larcker, 1981b; 1981a). As a result, the present study establishes convergent validity.

5.4. Discriminant Validity

The Fornell and Larcker Criterion (FLC) (Fornell *et al.*, 1981b) and the Heterotrait-Monotrait (HTMT) Ratio (Henseler *et al.*, 2015) were chosen to examine discriminant validity. The results found in FLC that the model is built for all constructs. The recent critics of the Fornell and Larcker criterion have initiated a debate, and thus the number of the use of HTMT has been increased. The study has shown that all the HTMT values are within the recommended range of 0.90 (Gold *et al.*, 2001). Based on this, HTMT is developed for each concept. The HTMT matrix is given in Table 3.

Table 2: Factor Loadings, Average variance Extracted (AVE), and Composite Reliability (CR).

Constructs	Items	Loadings	AVE (> 0.5)	CR (> 0.7)
Perceived Social Influence (PSI) ($\alpha=0.822$)	PSI1	0.811	0.652	0.883
	PSI2	0.849		
	PSI3	0.806		
	PSI4	0.764		
Xiaohongshu User Experience (UX) ($\alpha=0.813$)	UX1	0.840	0.660	0.853
	UX2	0.826		
	UX3	0.770		
Motivation for Information Sharing (MIS) ($\alpha=0.789$)	MIS2	0.784	0.684	0.813
	MIS3	0.869		
Perceived Usefulness of Xiaohongshu (PU) ($\alpha=0.724$)	PU1	0.764	0.547	0.707
	PU3	0.715		
Information Sharing Behavior on Xiaohongshu (ISB) ($\alpha=0.835$)	ISB1	0.844	0.672	0.860
	ISB2	0.797		
	ISB3	0.818		

Table 3: HTMT.

	Perceived Social Influence	Xiaohongshu User Experience	Motivation for Information Sharing	Perceived Usefulness of Xiaohongshu	Information Sharing Behavior on Xiaohongshu
Perceived Social Influence					
Xiaohongshu User Experience	0.39				
Motivation for Information Sharing	0.43	0.36			
Perceived Usefulness of Xiaohongshu	0.22	0.20	0.27		
Information Sharing Behavior on Xiaohongshu	0.33	0.37	0.23	0.26	

5.5. Structural Model

The AMOS structural model was employed to test the study hypotheses. Hair *et al.* (2011) suggest a structural model as a viable choice if the values of model fit—CMIN/DF, CFI, NFI, GFI, RMR, SRMR and RMSEA—are within the range of their acceptance. The numerical value for each metric parameter is within the range given in Table 4. The R^2 values were 0.59 for Xiaohongshu user experience, 0.62 for motivation for information sharing, 0.55 for perceived usefulness of Xiaohongshu, and 0.71 for information sharing behavior on Xiaohongshu.

Table 4 Structural Model Fit Values.

Measure	Abbr.	Recommended Values	Scores
Chi-square/df (CMIN/DF)	χ^2/df	< 3.0 *	2.422
Comparative Fit Index	CFI	> 0.90 *	0.957
The Normed Fit Index	NFI	> 0.90 *	0.939
Goodness of fit	GFI	> 0.90 *	0.923
Root Mean Square Residual	RMR	< 0.08 *	0.043
Standardized Root Mean Square Residual	SRMR	< 0.08 *	0.052
Root Mean-Square Error of Approximation	RMSEA	< 0.08 *	0.044

χ^2/df =Chi-square/df (CMIN/DF), CFI=Comparative Fit Index, NFI=The Normed Fit Index, GFI=Goodness of fit, RMR=Root Mean Square Residual, SRMR=Standardized Root Mean Square Residual, RMSEA=Root Mean-Square Error of Approximation

Table 5: Hypothesis Results.

Hypothesis	Estimate	S.E.	C.R.	P
PSI \rightarrow UX	.627	.071	8.830	***
PSI \rightarrow MIS	.561	.061	9.196	***
PSI \rightarrow PU	.321	.039	8.230	***
UX \rightarrow PU	.549	.133	4.127	***
MIS \rightarrow PU	.368	.067	5.492	***
PU \rightarrow ISB	.342	.109	3.137	***

*** $p < 0.001$

The structural equation modeling was used to test all the hypothesis of the study.

Table 5 reveals positive relation between perceived social influence and Xiaohongshu user experience ($b=0.627$, $t=8.830$, $p<0.001$), confirming H1. The perceived social influence positively impacts the motivation for information sharing ($b=0.561$, $t=9.196$, $p<0.001$), thus H2 is supported. The results show that perceived social influence has highly significant effect on perceived usefulness of Xiaohongshu ($b=0.321$, $t=8.230$, $p<0.001$), so H3 is supported. The results show that H4 is supported as there is a positive relationship between Xiaohongshu user experience and perceived usefulness of Xiaohongshu ($b=0.549$, $t=4.127$, $p<0.001$). The findings also demonstrate that the motivation for information sharing play a significant role in perceived usefulness of Xiaohongshu ($b=0.368$, $t=5.492$, $p<0.001$), thus H5 is confirmed. As displayed in Table 5 the perceived usefulness of Xiaohongshu contributes to the information sharing behavior on Xiaohongshu ($b=0.324$, $t=7.714$, $p<0.001$), which resulted in the acceptance of H6.

The results also show that Xiaohongshu user experience act as mediator between perceived social influence and perceived usefulness of Xiaohongshu ($\beta=0.110$; $p<0.05$), so H7 was accepted. The findings also reveal that motivation for information sharing mediates the relationship between perceived social influence and perceived usefulness of Xiaohongshu ($\beta=0.121$; $p<0.05$), consequently H8 was accepted. The results also reveal that perceived usefulness of Xiaohongshu positively mediates the relationship between perceived social influence and information sharing behavior on Xiaohongshu ($\beta=0.133$; $p<0.05$), Xiaohongshu user experience and information sharing behavior on Xiaohongshu ($\beta=0.141$; $p<0.05$), motivation for information sharing and information sharing behavior on Xiaohongshu ($\beta=0.129$; $p<0.05$), therefore H9, H10, and H11 were supported.

6. Discussion and Conclusion

This study observed the intricate connection of perceived social influence with user experience, motivation for information distribution, and the perceived usefulness of Xiaohongshu to Chinese teenagers' information sharing behavior. Through the structural equation modeling analysis and the implications for theory and practice, it provides substantial insights into the mechanisms that govern user behavior on the Xiaohongshu. The study demonstrated that perceived social influence is indeed a crucial factor in the Xiaohongshu use by teenagers in China. Through this it is implied that peer's ideas, conduct, and preferences are the critical determinants of the pattern of Xiaohongshu usage by teenagers (Shane-Simpson *et al.*, 2018). Realizing this state of affairs is the key in understanding the complexity of relations between social aspects and digital experiences especially in the analysis of youth and usage of social media. The immediate effects of social perceptions can be better understood by stakeholders which are followed by development of interventions, policies and platform functionalities promoting positive interactions and possibly avoiding the negative outcomes. Finally, the learnings will contribute to a more complete picture of fact about adolescent social media use and will help the attempt to create a healthier virtual environment for the youth. The H2 result demonstrates that the perceived social influence and motivation to information-sharing among Chinese adolescents have influence directly. This goes to show that the attitudes and actions of their peers may affect the propensity to post such content on Xiaohongshu by teenagers (Casaló *et al.*, 2020). By exposing the links to social psychologists, it makes clarifications clear regarding what social factors cause digital engagement, and their need for social acceptance and peers' approval. Social effect of the perception can help the strategies for ethical and responsible information sharing towards the society by youths. An environment with a realistic approach and real interactions to it is crucial in facilitating adolescence's social media nourishment while at the same time guarding them from the dangers of oversharing or seeking validation online.

The findings of H3 show that perceived social influence is strongly related to teenagers' perceived usefulness of Xiaohongshu. This indicates that adolescents pay more attention to their friends' evaluations and behaviors to assess their attitudes towards the Xiaohongshu (Pedalino; Camerini, 2022). Knowing the role of this relationship readdresses teenagers' technology adoption and usage as social, which clearly highlight the importance of peer influence in shaping their attitude towards digital platforms. Identification of social perceptions as drivers may help in developing strategies to improve the site's relevance to youth and create more engaging and user-friendly internet environment (Doster, 2013). Moreover, H4 was supported as the user experience of Xiaohongshu determines the perceived usefulness of Xiaohongshu for Chinese teenagers. This implies that the quality of the participation of the Chinese teens on Xiaohongshu is the direct influencer of their opinion about its usefulness (Fan *et al.*, 2023). Making this relationship clear stresses the significance of user-centric design and the features that boost the whole experience for the young users. Through focusing on the components that add to a good user experience, the stakeholders will help teenagers to view the Xiaohongshu platform as a useful one and which in turn would lead to higher level of engagement and satisfaction. H5 was accepted as motivation for information sharing influences perceived usefulness of Xiaohongshu for Chinese teenagers. This demonstrates that the extent of tendencies of teenagers to share and spread more information on the platform is also a factor in their perception of whether Xiaohongshu is useful and important (Gumpo *et al.*, 2020). This relationship is undoubtedly one of the major components that young people consider when they determine the usefulness of Xiaohongshu. By stimulating the motives for information sharing among stakeholders, teenagers can perceive the platforms being more meaningful and useful to them, which in turn will increase the degree of engagement and satisfaction of the teenagers from the platform. H6 stated that the perceived usefulness of Xiaohongshu influences the information sharing behavior on Xiaohongshu among

teenagers in China (Zhang *et al.*, 2017). It depicts that the adolescents' perceptions of the Xiaohongshu as useful or not determines their tendency to convey information on Xiaohongshu. It highlights the essential role of cognitive benefits' perception in the course of online activities. By further amending the characteristics that play a part in the development of the utility of the interface, the stakeholders can have the face of high interaction and deep information-sharing activities among the teenagers of the Chinese community.

This study found that Xiaohongshu user experience is one of the key mediators between perceived social influence and perceived usefulness of Xiaohongshu. This shows that the quality of user experience determines the creation of public opinion and subsequently perception of the Xiaohongshu's effectiveness with respect to social impact. A user experience that is positive and focuses on satisfaction, ease of use and enjoyment, will improve the impression of Xiaohongshu's usefulness which strengthens the variable of attitude and intention towards the platform (Casaló *et al.*, 2017). Nevertheless, the bad experience can also hit the usefulness of the app and, as a result, decrease the engagement of a user and his/her satisfaction. Finally, the study also underlines motivation for information sharing as another mediator between perceived social influence and perceived usefulness of Xiaohongshu. This means that the motive of people behind the postings on social media platforms is the most persuasive factor. Social influence from their friends may cause users to feel the need to post Xiaohongshu content so they can receive social approval, validation or recognition (Erz *et al.*, 2018). The function of social influence as a motivation for information sharing is what shapes user perception of Xiaohongshu as a valuable platform that helps them to achieve their social and informational goals by means of content sharing. However, perceived usefulness of Xiaohongshu is also revealed as a significant mediator in the relationship between motivation for information sharing and information sharing behavior on Xiaohongshu. This illuminates the effect of utilitarian evaluation on users' behavior and activity on Xiaohongshu. When Xiaohongshu users consider Xiaohongshu a useful tool and a means for achieving their social and informational goals by sharing their content, their motivation to share their content is enhanced and thus information sharing behavior will grow (Kim *et al.*, 2015). On the other hand, if users find Xiaohongshu less useful for the fulfillment of their social and informational needs, their desire to share information will decline and the active users' engagement on the platform will be low.

Overall, the findings of this research enhance the comprehension of Xiaohongshu use behavior among Chinese youth and offer guidelines for the stakeholders such as social media sites, educators, and policymakers. With regard to perceived social influence, Xiaohongshu user experience, motivation for information sharing, and perceived usefulness that have a significant impact on information sharing behavior on Xiaohongshu, stakeholders can thus design effective strategies to increase user engagement, satisfaction, and responsible information sharing on Xiaohongshu and other social media platforms.

6.1. Implications

6.1.1. Theoretical Implications

The research article used TAM model based on the context of the social environment of the Chinese teenagers' Xiaohongshu usage, giving a clear picture of how the social influence shapes the user experience, information sharing motivation, and users' perceived usefulness. This further highlights the versatility of TAM that can go beyond a traditional perspective to trace complex social behaviors in digital settings. Through exploring the intention to information sharing, the research contributes to the knowledge of the mechanisms behind the user's behavior and Xiaohongshu in particular (Chen, 2020). It provides depth to existing literature by looking into how social influence dynamics mix with motivations to give insight into the process of sharing information. The study reveals indirect paths connecting perceived social influence, user experience, perceived usefulness and information sharing behavior via mediation analysis. This approach strengthens our comprehension of the complex relations among the factors that affect the social media use in teenagers. Through observation of Chinese teenagers' engagement with Xiaohongshu, the study significantly adds to knowledge about the digital practices of youth within a particular cultural context. It provides important insights into the ways young people's socializing, information spreading, and overall online activities are influenced by social media platforms. The research helps to know the theories that can be used by different stakeholders such as social media platforms, educators and policymakers so as to develop strategies that ensures better user experience, promote the responsible information sharing and create safe online environments for the teenagers. This is a continuation of a wider range of issues related to information management and wellbeing amongst young people.

6.1.2. Practical Implications

Social media platforms may use insights to finetune interface designs, content algorithms, and features in order to improve user experience. By including features that relate to teenagers' reasons of sharing information and refer to effectiveness, platforms can improve the interactions and contentedness of young people. Educators can come up with education programs that will promote digital literacy, critical thinking, and responsible online behavior among teenagers based on the outcomes. Through applying the learnings while teaching or during extracurricular activities, teachers can thus equip students with the skills needed to navigate social media safely and ethically. The policymakers

can use the research insights to form policies that protect the experiences of teenagers on the internet. This may range from regulations or guidelines to social media platforms that could tackle the risks of misinformation, cyberbullying, and privacy violations among young users and thus create a friendly social media environment for them. Parents and guardians must be knowledgeable on the factors that largely impact teenagers' Xiaohongshu use (Stewart *et al.*, 2022). Guardians can begin an open dialogue on social media usage, share recommendations on how to act responsibly and be online, and monitor activities online to promote digital well-being and mitigate the likelihood of problems connected with social media use. Communities, youth groups, and researchers may use the results to organize various workshops, campaigns, or support groups with the aim of promoting digital citizenship among teenagers. Peer support networks and community resilience can be strengthened by these programs which in turn can make the online space more secure and conducive to young users.

6.2. Limitations and Future Research

It should be also noted that this research has its drawbacks. It only targeted Chinese adolescents and thus the generalizability is limited. Data from self-reported surveys can result in response biases. The cross-sectional design does not allow for causal inferences. Individual factors were neglected. Furthermore, relying on structural equation modeling alone could not fully grasp every nuance.

Further researches should sample diversify, integrate multi-method procedures, use of longitudinal and temporal approaches, consider a larger set of predictors, and explore different statistical methods. Cultural influences, platform features, and emerging trends should all be investigated. Meeting these limitations will help future studies in gaining a richer understanding of how humans use social media.

6.3. Acknowledgement

Hunan Province 2022 Annual Philosophy and Social Science Foundation Project "Institutional environment changes under the changes of the institutional environment (under the change of the institutional environment, Hunan 20th-99th Central School of School of Primary School (Project Number 22YBA236,)); Hunan Provincial Education Sciences 145 Plan 2023 special project "Research on the Governance of the National Education Examination Admissions and Examination and Examination" (Project Approval Number: XJK23BKS017).

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