

The Predictors of Attracting Large Audience in China: The Study of Social Media Platforms

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Abstract

The objective of this research was to measure the relationship between Douyin creative campaigns, Xiaohongshu stories, quality of content, content management expertise and attracting a large audience. The relationship between variables was tested empirically by collecting primary data from respondents. A sample of 225 responses was collected using a Likert scale questionnaire. Statistical Package for Social Sciences (SPSS) version 29 was used for the findings. The study found that Xiaohongshu stories and quality of content are significant predictors of attracting large audiences. However, the impact of Douyin's creative campaigns was insignificant in attracting a large audience. Moreover, the study found that moderating variable content management expertise positively strengthens the relationship between Xiaohongshu stories, quality of content and attracting a large audience. The moderating role of content management expertise was rejected in the relationship between Douyin creative campaigns and attracting large audiences. The study recommended significant findings for theoretical and practical implications, which are necessary for literature and policymaking to improve information sharing and attract large audiences.

Keywords

Social Media, Information Sharing, Attracting Public, Large Audience Information.

1. Introduction

Attracting the public for different purposes has become familiar with the help of digital media (Tajvidi *et al.*, 2020). The information shared on digital media platforms is used to improve the behaviour of the public and their understanding regarding any particular decision. It is essential to deal with the public differently with the help of social media (Limaye *et al.*, 2020). The role of social media is as a game changer in information sharing for the public. The public uses social media platforms to improve their behaviour and learning. However, the information shared on social media platforms is also reliable for improving people's attitudes (Saud; Mashud; Ida, 2020). A large number of people can be targeted for information sharing on social media platforms. These platforms have streamlined the relationship between people regarding creativity and work advancements (Stellefson *et al.*, 2020). Hence, the information shared on social media platforms is necessary for people to improve their learning behaviour.

The information shared on social media platforms is also reliable for the Chinese community (Zhang *et al.*, 2017). The public in China is also informed about different developments with the help of social media platforms. These platforms are widely used to connect the public with various kinds of behaviour (Liao *et al.*, 2020). Public resources are essential for information sharing, but businesses are also required to develop plans to attract large numbers of people. Hence, the information shared on social media platforms is necessary for people to improve their behaviour (Lin *et al.*, 2020). The availability of information and the purpose of public connectivity is also improved over time.



The strategic advancement in public information sharing attitude is also necessary to improve their behaviour (**Cheng, 2020**). There is a need for practical recommendations and a framework to design strategic information for the public. The information shared on these platforms becomes easily accessible to people (**Liao et al., 2020**). The lack of platforms and policies for information sharing with extensive public results in reducing the impact of public information (**Zhang, 2023**).

It is discussed by **Liao et al. (2020)** that the information-sharing platforms must be developed strategically, and people must be provided opportunities to share the information. The study **Venegas-Vera; Colbert, and Lerma (2020)** pointed out that digital media platforms are necessary for information sharing with a broad audience. Furthermore, **Gottlieb and Dyer (2020)** pointed out that the information shared on social media platforms is needed to target a selective audience. **Adnan; Nawaz, and Khan (2021)** highlighted that creative campaigns are required to be developed for information sharing with a large audience, which is a necessary factor for information connection. Meanwhile, the study **Chen et al. (2020)** pointed out that the information-sharing mechanism should be developed appropriately, and people must have access to current information. **Chen and Wang (2021)** highlighted that the government and non-government organisations can work effectively to establish policies for information sharing and information management. **Liu (2020)** revealed that information sharing related to the public is necessary for strategic advancements in the goals which are required for the public.

There were gaps in the body of literature regarding the relationship between variables such as Douyin creative campaigns, Xiaohongshu stories and attracting large audiences. The objective of this research was to measure the relationship between Douyin creative campaigns, Xiaohongshu stories, quality of content, content management expertise and attracting a large audience. The relationship between variables was tested empirically by collecting primary data from respondents. A sample of 225 responses was collected using a Likert scale questionnaire. Statistical Package for Social Sciences (SPSS) version 29 was used for the findings. The study found that Xiaohongshu stories and quality of content are significant predictors of attracting large audiences. However, the impact of Douyin's creative campaigns was insignificant in attracting a large audience. Moreover, the study found that moderating variable content management expertise positively strengthens the relationship between Xiaohongshu stories, quality of content and attracting a large audience. The moderating role of content management expertise was rejected in the relationship between Douyin creative campaigns and attracting large audiences. The study recommended significant findings for theoretical and practical implications, which are necessary for literature and policymaking to improve information sharing and attract large audiences.

2. Literature Review

Information sharing on Douyin is essential for people to improve their approaches (**Islam et al., 2020**). The Douyin platform provides opportunities for people to share information with a large number of people with little time. The information can be shared with the community groups on Douyin. Furthermore, the pages developed on Douyin are also used for information sharing. The information shared on Douyin is reliable for improving people's behaviour. However, the community has challenges because of Douyin information (**Yaqoob; Aldewachi, 2021**). It is critical to understand that fake information shared on social media platforms such as Douyin is not suitable for people. It is alarming for students when they encounter information that is not directly related to them (**Northcott et al., 2021**). The source of information shared on social media is necessary to verify it. However, the verified pages and profiles on Douyin can be a source of actual information (**Pulido et al., 2020**). Furthermore, Douyin provides opportunities to create campaigns for information sharing. The campaigns developed on the Douyin platforms are necessary to target a large number of audience (**Kharouf et al., 2020**). Therefore, the information shared on Douyin platforms is considered to be rapid information for people. However, the audience must confirm the validity of the information before any use (**Menon, 2018**).

H1: There is a relationship between Douyin creative campaigns and attracting large audiences.

The Xiaohongshu stories are also considered as a source of information sharing (**Laato et al., 2020**). These stories are creative, and a large audience is targeted to them. The Xiaohongshu stories are reliable for the public to improve their behaviour regarding the information (**Cuello-Garcia; Pérez-Gaxiola; van Amelsvoort, 2020**). Content creators are using Xiaohongshu stories to enhance the behaviour of the public. Highly reliable information sharing is necessary with the help of Xiaohongshu stories (**Tsay-Vogel; Shanahan; Signorielli, 2018**). The content creators work to improve the quality of their content by promoting it to a large audience. Hence, the role of Xiaohongshu stories is considered critical in reliably sharing information (**Duffett, 2015**). The strategic approach to information sharing can be regarded as a reliable factor. When the source of information sharing is appropriately developed, it is essential to make this information visible to a large number of people (**Pelet; Taieb, 2017**). The followers on Xiaohongshu can get reliable information from different resources, which can improve their learning of the stories. The approach to developing more stories on Xiaohongshu can significantly affect people's behaviour (**Zhang et al., 2022**). The big brands also use Xiaohongshu stories to share information and promotions with the people. Hence, the selective audience can be targeted for information sharing (**Jacobson; Harrison, 2022**).

H2: There is a relationship between Xiaohongshu stories and attracting large audiences.

The content-sharing attitude of the public is reliable for information sharing to the comprehensive set of the public (Lee; Theokary, 2021). However, the quality of content matters a lot for its credibility. The content which is trustworthy to the public improves their behaviour critically (Tajpour; Hosseini, 2021). The informative content to the public helps them to improve their behaviour and learning approach. The strategic advancement in content creation helps the public to improve their behaviour reliably (Khan et al., 2021). The strategic development and creation of quality content to target a large audience is a way to enhance the level of content. The public's awareness can be improved with the quality of content (Lopes; Casais, 2022). The content creators are required to acquire new knowledge related to the creation of content, which can positively assist them in improving their behaviour. This created content on different platforms helps the creators with their strategic behaviour (Zhou et al., 2021). The reliability of content sharing on better platforms is helpful for creators in improving their behaviour in a better way. The approaches to content sharing can be improved over time, which will be beneficial for the public (Velasquez et al., 2021). The audience can be targeted for content creation and sharing to share information with them. The strategic advancement in content sharing is reliable for the public to improve their behaviour (Lee; Theokary, 2021).

H3: There is a relationship between the quality of content and attracting a large audience.

The expertise of the people regarding content creation is helpful for them in creating content that is full of information (Izogo; Mpinganjira, 2020). It is reliable for people to develop attractive content, which is possible with the help of content management. The advancement in content management can improve people's behaviour positively (Abozaid; Elshaabany; Diab, 2020). The reliability of content management is possible when the creator has expertise. The content management expertise of the public is reflected in their behaviour when they know how to manage the content (Lee Siew; Ismail, 2020). Creative approaches to content management are necessary to develop a positive attitude toward it. A large audience for content management is possible to attract when there is appropriate reliability in the content (Tunpornchai; Thamma; Sirikajohndecksakun, 2021). Hence, it is the responsibility of content creators to make reliable content that is full of information for their audience (Sultan et al., 2020). However, the expertise of the creators can help the content creators to improve their information.

H4: There is a moderating role of content management expertise in the relationship between Douyin creative campaigns and attracting large audiences.

The content creators on Xiaohongshu are also required to improve the quality of content (Lee; Hallak, 2020). The shared content on social media platforms can attract an audience when it has novelty. Many content creators are working to create reliable content, but the validity of content is improved when it is adequately developed (Ghanem; Hamid, 2020). The strategic approach in content creation is trustworthy in providing quality content to the public. However, advancement in content creation is possible with expertise (Wellman et al., 2020). Education about content creation should be spread among the community, and people must be motivated to understand the way, which will help them create the content in a better way (Srivastav; Sharma; Samuel, 2021). However, advancements in content creation can help people work on high-quality content and attract an audience.

H5: There is a moderating role of content management expertise in the relationship between Xiaohongshu stories and attracting large audiences.

The quality of content attracts people and provides reliable information (Aichner et al., 2021). However, every content creator can't have quality in it. The content creator must have knowledge and expertise. The descriptive and visual content shared on different social media applications should have proper knowledge for the people (Oghazi et al., 2020). The knowledge related to the content helps people to improve their understanding. The stable working of the people and reliability of the content is helpful for them to advance the content in a better way (Abokhodair; Hodges, 2019). The approaches to sharing content on social media can be improved when people know how to improve the content (Langaro et al., 2019). High-quality content helps people attract a large audience, which is possible with appropriate expertise (Das, 2021; Dressel; Whitehead; Heitkam, 2023). Hence, the expertise of the content creators is helpful in producing quality content.

H6: There is a moderating role of content management expertise in the relationship between quality of content and attracting large audiences.

The framework of the study is shown in Figure 1.

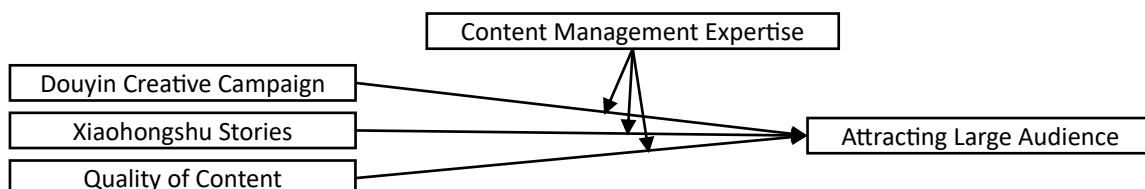


Figure 1: Framework of Study.

3. Research Methodology

The findings of this study were conducted based on quantitative data. A self-administered questionnaire collected this data. The questionnaire was developed to provide findings in the literature from both theoretical and practical perspectives. However, the findings were measured using Likert scale items. The items for measuring each variable were taken from the previous studies. The previous studies established the validity and reliability of the items. The items to measure the relationship between all variables of the study were taken from the credible studies. The coefficient of reliability was confirmed based on the findings of previous studies. Hence, the scale for this study was considered reliable for further investigation of the results.

The population of this study were the general public in China. However, the study's respondents were targeted in Wuhan. This place was selected for the selection of respondents because the people of Wuhan have diverse education and culture. Hence, the respondents were physically surveyed for data collection. The respondents were asked about their permission before data collection. It was ensured that they were comfortable to provide data for this research. Furthermore, the respondents of this study were provided with brief information about this research. It was to make sure they understood the objective of the study. The majority of respondents were not willing to provide data on the demographic section of the questionnaire. Hence, the demographic section was removed from the questionnaire, and data was collected only on Likert scale items.

A random sampling approach was applied, and 300 questionnaires were administered for data collection. The data was collected from 246 questionnaires, but a preliminary analysis was conducted to confirm the research data further. The study found that only 225 responses were appropriate to analyse the data further. Hence, 225 responses were considered as the final sample size for this research. The data analysis for this research was based on SPSS 29. This software is also used in previous studies to analyse the data.

4. Findings and Discussions

4.1. Findings

The findings of descriptive statistics are used to measure the reliability of data before the final analysis. It is necessary to test the reliability of data, which is essential to confirm that the data is appropriate for the findings. However, the validity of the data was checked, and all 225 responses were valid. Furthermore, the study found that there was no missing value in the data. The mean and standard deviation were also checked, which was confirmed by the findings of this research. Furthermore, the study tested the findings of skewness and kurtosis for testing if the data is left of right skewed. The findings in Table 1 confirmed that all skewness and kurtosis values were between -3 and +3 (Royston, 1992). The reliability of the data was established, and the findings for descriptive statistics are shown in Table 1.

Table 1: Descriptive Statistics.

| | DCC | IS | QC | ALA | CME |
|-------------------------|--------|--------|--------|--------|--------|
| Valid | 225 | 225 | 225 | 225 | 225 |
| Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | 3.178 | 3.178 | 3.453 | 3.396 | 3.453 |
| Std. Deviation | 1.462 | 1.746 | 1.832 | 1.830 | 1.650 |
| MAD robust | 1.483 | 1.483 | 2.965 | 1.483 | 1.483 |
| Skewness | 0.077 | 0.471 | 0.370 | 0.451 | 0.345 |
| Std. Error of Skewness | 0.162 | 0.162 | 0.162 | 0.162 | 0.162 |
| Kurtosis | -0.359 | -0.455 | -0.641 | -0.568 | -0.224 |
| Std. Error of Kurtosis | 0.323 | 0.323 | 0.323 | 0.323 | 0.323 |
| Shapiro-Wilk | 0.907 | 0.907 | 0.908 | 0.910 | 0.917 |
| P-value of Shapiro-Wilk | < .001 | < .001 | < .001 | < .001 | < .001 |
| Minimum | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 |
| Maximum | 7.000 | 7.000 | 7.000 | 7.000 | 7.000 |

DCC = Douyin creatiev campaign, IS = Xiaohongshu stories, QC = Quality of content, ALA = Attracting large audience, and CME = Content management expertise

Table 2: Spearman's Correlations.

| | | | Spearman's rho | P | VS-MPR† |
|-----|---|-----|----------------|--------|-------------------------|
| DCC | - | XS | 0.841 | < .001 | 1.304×10 ⁺⁵⁸ |
| DCC | - | QC | 0.842 | < .001 | 1.800×10 ⁺⁵⁸ |
| DCC | - | ALA | 0.787 | < .001 | 2.654×10 ⁺⁴⁵ |
| DCC | - | CME | 0.805 | < .001 | 2.024×10 ⁺⁴⁹ |
| XS | - | QC | 0.813 | < .001 | 1.063×10 ⁺⁵¹ |
| XS | - | ALA | 0.800 | < .001 | 1.202×10 ⁺⁴⁸ |
| XS | - | CME | 0.799 | < .001 | 7.518×10 ⁺⁴⁷ |
| QC | - | ALA | 0.825 | < .001 | 7.262×10 ⁺⁵³ |
| QC | - | CME | 0.788 | < .001 | 3.945×10 ⁺⁴⁵ |
| ALA | - | CME | 0.745 | < .001 | 9.944×10 ⁺³⁷ |

† Vovk-Sellke Maximum *p*-Ratio: Based on the *p*-value, the maximum possible odds in favour of H₁ over H₀ equals 1 / (-e *p* log(*p*)) for *p* ≤ .37 (Sellke; Bayarri; Berger, 2001).

DCC = Douyin creatiev campaign, XS = Xiaohongshu stories, QC = Quality of content, ALA = Attracting large audience, and CME = Content management expertise

Besides, the findings of Spearman's correlations were tested to confirm the correlations between the variables. The

correlation test is necessary to determine the nature of correlations between the variables and the direction of correlations. The findings of a p-value less than 0.05 are considered significant for correlations test. The data reported in Table 2 pointed out that the correlations between all variables were significantly accepted, and the direction of the relationship between variables was positive. Hence, the study data was considered appropriate for further findings.

The findings of the model summary were tested to measure the overall characteristics of the model. Here, the R-value represents the correlation between the dependent and independent variables. A value greater than 0.4 is taken for further analysis. Furthermore, the R-square shows the total variation for the dependent variable that the independent variables could explain. A value greater than 0.5 shows that the model is compelling enough to determine the relationship. Moreover, the Adjusted R-square shows the generalisation of the results, i.e. the variation of the sample results from the population in multiple regression. A difference between the R-square and adjusted R-square minimum is required. In this research, the R-value is 0.823, the R-square value is 0.677, and the adjusted R-square value is 0.671, which confirms the reliability of the model. The results are presented in Table 3.

Table 3: Model Summary.

| Model | R | R ² | Adjusted R ² | RMSE |
|----------------|-------|----------------|-------------------------|-------|
| H ₀ | 0.000 | 0.000 | 0.000 | 1.830 |
| H ₁ | 0.823 | 0.677 | 0.671 | 1.049 |

The results of the Analysis of Variance (ANOVA) were tested to determine if the model is significant enough for further findings. For ANOVA, a 95% confidence interval or 5% level of the significance level is chosen for the study. Thus, the p-value should be less than 0.05, which is <.001 in this research. Furthermore, the F-ratio represents an improvement in the prediction of the variable by fitting the model after considering the inaccuracy present in the model. A value is greater than 1 for the F-ratio yield efficient model. The F-ration in this research is 115.206, which is also significantly accepted. The results are presented in Table 4.

Table 4: ANOVA.

| Model | | Sum of Squares | df | Mean Square | F | p |
|----------------|------------|----------------|-----|-------------|---------|--------|
| H ₁ | Regression | 507.508 | 4 | 126.877 | 115.206 | < .001 |
| | Residual | 242.288 | 220 | 1.101 | | |
| | Total | 749.796 | 224 | | | |

Note. The intercept model is omitted, as no meaningful information can be shown.

Finally, the results of regression coefficients were measured using the t value. The t value above 1.96 was accepted as significant for hypothesis acceptance, and the results are shown in Table 5. H1 was rejected, and it was found that there was no relationship between Douyin creative campaigns and attracting large audiences. H2 was accepted, and the relationship between Xiaohongshu stories and attracting large audiences was found to be significant. H3 also confirmed that there is an essential relationship between the quality of content and attracting a large audience. H4 was rejected, and it was found that there was no moderating role of content management expertise in the relationship between Douyin creative campaigns and attracting large audiences. H5 confirmed that content management expertise has a moderating role in the relationship between Xiaohongshu stories and attracting large audiences. The findings reported in Figure 2 confirm that the presence of content management expertise positively strengthens the relationship between Xiaohongshu stories and attracting large audiences.

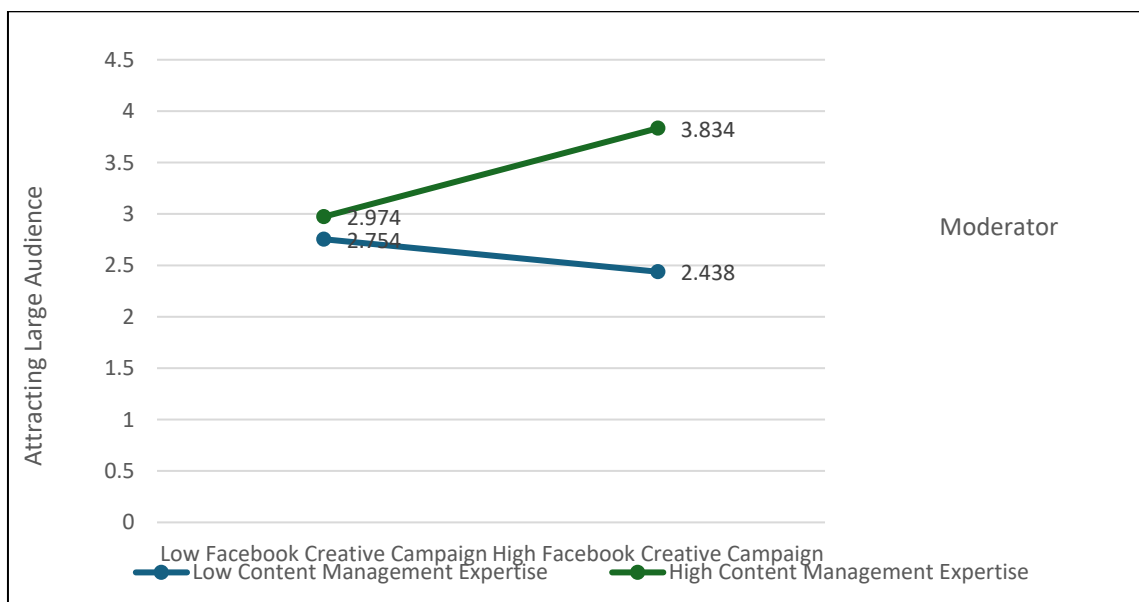


Figure 2: Moderating of Content Management Expertise in the relationship between Xiaohongshu Stories and Attracting Large Audience.

Lastly, H6 pointed out that content management expertise had a moderating role in the relationship between the quality of content and the attraction of large audiences. The findings reported in Figure 3 confirm that the presence of content management expertise positively strengthens the relationship between quality of content and attracting large audiences.

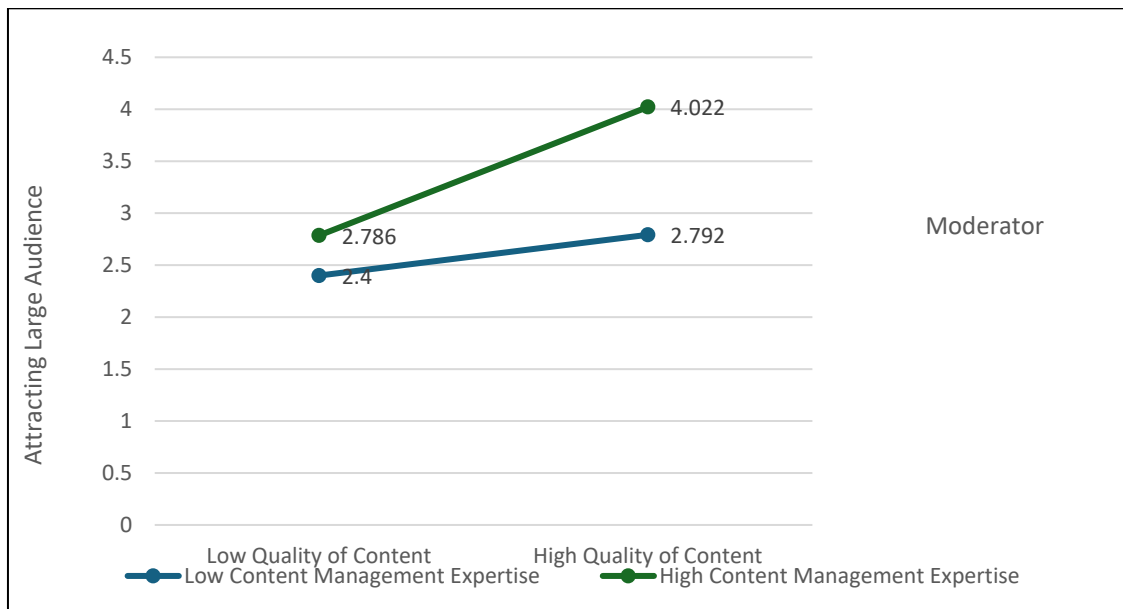


Figure 3: Moderating of Content Management Expertise in the relationship between Quality of Content and Attracting Large Audience.

Table 5: Coefficients.

| Model | | Unstandardised | Standard Error | Standardised | t | p |
|----------------|-------------|----------------|----------------|--------------|--------|--------|
| H ₀ | (Intercept) | 3.396 | 0.122 | | 27.839 | < .001 |
| H ₁ | (Intercept) | 0.228 | 0.176 | | 1.296 | 0.196 |
| | DCC | 0.136 | 0.086 | 0.108 | 1.576 | 0.116 |
| | XS | 0.291 | 0.073 | 0.277 | 3.987 | < .001 |
| | QC | 0.407 | 0.069 | 0.407 | 5.903 | < .001 |
| | CME*DCC | 0.118 | 0.069 | 0.106 | 1.708 | 0.089 |
| | CME*XS | 0.294 | 0.038 | 0.291 | 7.736 | < .001 |
| | CME*QC | 0.211 | 0.041 | 0.209 | 5.146 | < .001 |

DCC = Douyin creatiev campaign, XS = Xiaohongshu stories, QC = Quality of content, ALA = Attracting large audience, and CME = Content management expertise

4.2. Discussion

Statistical evidence was used to report the findings of the hypotheses of this research. H1 was rejected, and it was found that there was no relationship between Douyin creative campaigns and attracting large audiences. The findings of previous research studies were compared with the results of this hypothesis. According to **Yaqoob and Aldewachi (2021)**, Douyin information exchange is crucial for people to advance their perspectives. The Douyin platform gives users the chance to quickly and easily communicate brief information with a considerable number of people. Shared content can be found on Douyin community groups. According to **Northcott et al. (2021)**, Douyin pages are created with the intention of sharing information. Douyin users may trust the information offered there to help them behave better. Nonetheless, the community faces difficulties as a result of the Douyin data. According to **Srivastav et al. (2021)**, it is vital to realise that sharing false information on social networking sites like Douyin is terrible for people. When children come upon information that does not directly pertain to them, it might be alarming. Information provided on social media must be verified by its source. According to **Ghanem and Hamid (2020)**, on Douyin legitimate pages and profiles can serve as a reliable source of information. Douyin also offers chances to develop information-sharing campaigns. According to **Oghazi et al. (2020)**, to reach a broad audience, campaigns created on Douyin platforms are essential. According to **Aichner et al. (2021)**, many view the information published on Douyin platforms as quick information. Before using any information, the audience must, however, verify its accuracy.

H2 was accepted, and the relationship between Xiaohongshu stories and attracting large audiences was found to be significant. The findings of previous research studies were compared with the results of this hypothesis. According to **Lee and Hallak (2020)**, Xiaohongshu stories are regarded as a source of information exchange as well. These are imaginative stories that are meant for a wide readership. People can improve their behaviour for information by following dependable Xiaohongshu stories. According to **Zhang et al. (2022)**, content creators use Xiaohongshu stories to enhance public behaviour. With the assistance of Xiaohongshu Stories, sharing trustworthy facts is essential. By exposing their work to a broad audience, content providers want to enhance the quality of their work. According to **Oh; Lee, and Han (2021)**, it is thought that Xiaohongshu Stories play a crucial role in reliably sharing information. One trustworthy component in information exchange is the strategic approach. According to **Smutny and Schreiberova (2020)**, it's critical to make information accessible to a broad

audience once the sources for sharing it have been established correctly. Xiaohongshu users can obtain trustworthy information from several sources, which can enhance their comprehension of the tales. According to **Jacobson and Harrison** (2022), the strategies to create more stories on Xiaohongshu have the potential to influence people's behaviour significantly. According to **Tajpour and Hosseini** (2021), large firms also utilise Xiaohongshu stories to tell the public about their products and promotions. As a result, information sharing can be targeted at a specific audience.

H3 also confirmed that there is a significant relationship between the quality of content and attracting a large audience. The findings of previous research studies were compared with the results of this hypothesis. According to **Lopes and Casais** (2022), public attitudes about content sharing are trustworthy when it comes to disseminating knowledge to a large audience. However, a piece of content's legitimacy is greatly influenced by its quality. According to **Das** (2021), the public receives significant behaviour improvement from dependable content. The public is assisted in improving their behaviour and learning style by the educational information available to them. According to **Pulido et al.** (2020), the public is assisted in dependably improving their behaviour by the strategic progress in content generation. One approach to raising the calibre of content is to design and produce high-caliber material for a broad audience strategically. According to **Khan et al.** (2021), the public's awareness can be raised through higher-quality content. Content creators must learn new skills linked to content creation that will help them enhance their behaviour. According to **Zhou et al.** (2021), the content produced across several channels supports the producers' strategic actions. The consistency of content sharing across better platforms helps content creators become better at what they do. According to **Velasquez et al.** (2021), the public benefits from the gradual improvements to content-sharing approaches. Targeting the audience can be done with the intention of creating material and sharing it with them. According to **Lee and Theokary** (2021), the public can consistently enhance their behaviour thanks to the strategic advancement in material sharing.

H4 was rejected, and it was found that there was no moderating role of content management expertise in the relationship between Douyin creative campaigns and attracting large audiences. The findings of previous research studies were compared with the results of this hypothesis. According to **Izogo and Mpinganjira** (2020), the knowledge that individuals possess in terms of content creation helps them to produce informative material. It is dependable for individuals to create visually appealing material, which is achievable with content management's assistance. According to **Abozaid et al.** (2020), the development of content management can lead to favourable behavioural changes in individuals. When the creator possesses experience, content management can be dependable. According to **Lee Siew and Ismail** (2020), when people know how to manage content, it shows in their behaviour. This is an indication of their content management skill. According to **Sultan et al.** (2020), creative approaches are essential to cultivating a good attitude towards content management. When the content is appropriate and reliable, a considerable audience for content management can be drawn in. Therefore, content producers must produce trustworthy, information-rich content for their audience. According to **Wellman et al.** (2020), content writers can enhance their material by drawing on their experience.

H5 confirmed that content management expertise has a moderating role in the relationship between Xiaohongshu stories and attracting large audiences. The findings of previous research studies were compared with the results of this hypothesis. According to **Lee and Theokary** (2021), it is also the responsibility of Xiaohongshu content creators to raise the standard of their feed. When posted content on social media platforms is unique, it might draw in viewers. According to **Langaro et al.** (2019), while many content producers strive to produce dependable material, well-developed content has a higher degree of authenticity. According to **Jacobson and Harrison** (2022), the audience may be assured of receiving high-quality material created using a planned approach to content creation. Nonetheless, with experience, content creation can advance. According to **Tajpour and Hosseini** (2021), the community should be educated about content creation, and individuals should be inspired to learn the skills that will enable them to produce content more effectively. According to **Kharouf et al.** (2020), improvements in content creation can assist individuals in producing high-calibre material that will draw in viewers.

H6 pointed out that content management expertise had a moderating role in the relationship between the quality of content and the attraction of large audiences. The findings of previous research studies were compared with the results of this hypothesis. According to **Khan et al.** (2021), good content draws readers in and offers trustworthy information. Still, not every content creator can produce high-quality work. The content creator must possess knowledge and experience. According to **Menon** (2018), the informative and artistic material disseminated across various social media platforms ought to provide individuals with an appropriate understanding. According to **Pelet and Taieb** (2017), content-related knowledge aids in improving people's comprehension. They can progress the material more effectively because of the people's consistent performance and the content's dependability. According to **Limaye et al.** (2020), when people are aware of how to make material better, they may share it on social media in more effective ways. According to **Abozaid et al.** (2020), high-quality content makes it easier for people to draw in big audiences, which is achievable with the right kind of experience. According to **Zhang et al.** (2022), the knowledge of content providers is helpful in creating high-quality material.

4.3. Implications and Future Directions

4.3.1. Theoretical Implications

The empirically tested relationship of this study is a significant addition to the knowledge. The study first reported that

there is no relationship between Douyin creative campaigns and attracting large audiences. The research furthermore added to the understanding that the relationship between Xiaohongshu stories and attracting large audiences is positive. The research meanwhile reported in the literature that there is a significant relationship between quality of content and attracting large audiences. Besides, the study also noted that the modern role of content management expertise influences relationships. The research reported that there was no moderating role of content management expertise in the relationship between Douyin creative campaigns and attracting large audiences. Meanwhile, the study established that content management expertise has a moderating role in the relationship between Xiaohongshu stories and attracting large audiences. Finally, the study determined that content management expertise had a moderating role in the relationship between the quality of content and the attraction of large audiences. Hence, the direct and moderating relationships tested by this research are significant contributions to the knowledge for attracting a large audience with the help of social media. Previously, there were gaps in the body of knowledge regarding these relationships.

4.3.2. Practical Implications

This study provides practical recommendations for attracting a large audience with the help of social media. However, this study found that a large audience is not attracted with the help of social media nowadays. Meanwhile, the study reported that the role of Xiaohongshu stories is critical to attracting a large audience. The audience can be targeted with the help of quality content as well. Quality content is necessary for attracting the public because they are motivated to follow it. However, the role of quality content is also essential for the public to improve their behaviour and learning with the help of social media. Therefore, content creators are also required to produce quality content that is appropriate for the public. Similarly, the language and description of the content should be relevant and understandable to the public. It would enhance the perception of the public to be attracted to the quality content. The strategic advancement in quality content is necessary to fulfil all the requirements of good content and generalise it to the public. Hence, quality content helps to strategically improve the nature of content, which is necessary for attracting a large audience. Similarly, the right platforms, such as Xiaohongshu, should be used for the production and delivery of content for the public.

4.3.3. Future Directions

The findings of this research are a critical addition to the literature based on empirical evidence. However, the gaps in literature left by the previous studies were also addressed by this research. Meanwhile, the study found that Douyin's creative campaigns had no significant impact on attracting a large audience. Future studies are required to investigate this relationship between two variables by collecting data from the population of other countries. It would be a significant addition to the knowledge of future studies to contribute substantial findings in the literature. Accordingly, future studies are required to conduct qualitative-based research, which would be helpful in providing a proper understanding of the relationship between variables discussed in this research. Qualitative studies will also help scholars determine the nature of relationships between variables from a new perspective. Hence, the body of knowledge would be improved by the findings of future studies.

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