

FACTORS INFLUENCING CONSUMER BEHAVIOR IN PREFERENCE FOR DOUYIN (TIKTOK) IN CHINA

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Abstract

The high rate of Internet use per capita in China has contributed to the meteoric rise in the number of people using Douyin. The purpose of this study is to investigate the factors that contribute to the preference for Douyin held by Chinese consumer behaviour among Chinese in China. The models developed by Brackett and Carr (2001) serve as the primary basis for this investigation's theoretical framework. Concerning factors include service quality, technological advancements, marketing strategies, and advertising campaigns. Using the research method of convenience sampling, a total of 450 samples were obtained from Internet users in China. The findings of this investigation indicated that all three factors contributed to China's fondness for Douyin as a literary form. According to the findings of the study, marketing and advertising are the variables that have the most impact on people's decisions to use Douyin; hence, the company implication might invest more money in these endeavours. This study demonstrated that the research gap may be analysed from the point of view of the underlying theory, which is the study's addition to the theoretical body of knowledge. At the very conclusion of the study, more restrictions as well as proposals for the future are discussed.

Keywords

Consumer Behaviour, Douyin(TikTok), Marketing and Advertising, Preferences, Service Quality, Technology, China

Introduction

Douyin, known as Tiktok outside China is a popular social media platform for short-form video content, has rapidly gained worldwide popularity since its launch in 2016. However, the platform faces several challenges related to service quality, technology, advertising, and marketing, which affect user satisfaction and the company's growth potential. Douyin's service quality has been a concern for many users, with complaints about technical glitches, video quality, and inappropriate content. Users have reported issues with videos not loading correctly

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or taking too long to load, audio syncing problems, and videos abruptly stopping or freezing, causing frustration and discouraging usage. The lack of effective content moderation has also led to concerns about the spread of fake news, hate speech, and harmful content. These issues can impact user satisfaction, lead to negative reviews, and damage the company's reputation. Millions of daily active users, Douyin's technology infrastructure must support high volumes of traffic, data storage, and user engagement. However, the platform has faced challenges in this area, with frequent server crashes, data breaches, and security vulnerabilities. Additionally, Douyin's algorithm has come under scrutiny for being biased towards certain demographics and influencing user behavior. These issues can impact user experience, trust, and confidence in the platform, leading to decreased usage and engagement.

Douyin's marketing strategies have been criticized for being too focused on user acquisition rather than retention. The platform's heavy reliance on influencer marketing has led to concerns about authenticity and the potential for disingenuous content. Additionally, Douyin's marketing efforts have been criticized for not being inclusive enough, with concerns about the platform's promotion of unrealistic beauty standards and cultural appropriation. These issues can lead to decreased user engagement and retention, impacting the company's growth potential. As Douyin becomes an increasingly popular advertising platform for businesses, the company must maintain transparency and accountability in its advertising practices. However, concerns have arisen over the accuracy and effectiveness of Douyin's advertising metrics, with reports of fraudulent ad clicks and bot traffic. Additionally, the lack of clear guidelines for influencer marketing has led to concerns about deceptive practices and false advertising. These issues can lead to reduced trust and confidence in Douyin's advertising capabilities, negatively impacting the company's revenue and growth potential.

The research gap can be filled by delving into the psychological and social motivations behind consumer engagement with Douyin can unveil underlying drivers of user preferences. Understanding aspects such as social validation, social comparison, and emotional attachment to the platform can explain why consumers prefer Douyin over other digital content platforms. Douyin's service quality, technology, advertising, and marketing issues are significant challenges that the company must address to maintain its position as a leading social media platform. By improving these areas, Douyin can increase user satisfaction, trust, and engagement, ultimately leading to continued growth and success. The research objective of this study is to determine the factors affecting the consumer's preference for Douyin.

Literature Review

Theoretical Models

One of the most widely used models in this regard is the Brackett and Carr (BC) model. This model builds on the work of Ducoffe (1995) and extends it to anticipate the attitude of the user in consumer preference. The BC model is based on several theories, including exchange theory,

theory of reasoned action, technology acceptance theory, and the diffusion of innovation theory. The service quality dimension of the SERVQUAL model (Pyo, Lee, & Park, 2022) has been found to have a significant impact on consumer preferences. Service quality is a function of reliability, responsiveness, assurance, empathy, and tangibles, which can influence consumers' perceptions of the quality of service they receive. Thus, businesses that can provide high-quality service across these dimensions are more likely to generate positive consumer preferences. Technology is another important factor that influences consumer preferences. The Technology Acceptance Model (TAM) (Kim, Park, Shin, & Jo, 2022) provides a useful framework for understanding the factors that influence consumers' adoption and use of new technologies. According to TAM, consumers' intentions to use technology are influenced by their perceived usefulness and ease of use. Therefore, firms that can demonstrate the usefulness and ease of use of their technologies are more likely to generate positive consumer preferences. Marketing and advertising are also crucial in shaping consumer preferences. The Elaboration Likelihood Model (ELM) (Nie, Yang, Zhang, & Janakiraman, 2022) suggests that different types of messaging can affect consumer preferences. ELM proposes that there are two routes to persuasion: the central route, which involves careful consideration of the message, and the peripheral route, which relies on cues such as attractiveness or expertise. Firms that can develop persuasive messages that appeal to consumers through either the central or peripheral route are more likely to influence their preferences.

Consumer preferences

Consumer preference refers to the subjective evaluation and choice that individuals make based on their preferences, taste, and other factors when making purchase decisions (Pyo, Lee, & Park, 2022; Nie et al., 2022). The study of consumer preferences has significant implications for marketing research and practice as it helps firms to understand and predict consumer behavior and tailor their marketing strategies accordingly. Several studies have investigated the impact of consumer preferences on various aspects of marketing and consumer behavior. For instance, Esteky (2022) explored the effect of spatial location on consumer preferences and choices. The study found that relative spatial location can significantly influence consumer preferences and choices, particularly for experience goods. Similarly, Nie et al. (2022) investigated the impact of global-local identity on consumer preferences for access-based consumption. The study found that consumers with a stronger global-local identity tend to have higher consumption openness, which in turn influences their preference for access-based consumption.

Furthermore, Kim et al. (2022) examined the consumer preference structure of online privacy concerns in an IoT environment. The study found that consumers' privacy concerns are mainly driven by two factors: data collection and data use. The findings suggest that firms need to be transparent and communicate their data collection and use practices to consumers to alleviate their privacy concerns. Lastly, Yanhu Han et al. (2023) investigated the influence of consumer preference and government subsidy on prefabricated building developers' decision-making using a three-stage game model. The study found that government subsidy can

significantly influence developers' decision-making, and consumers' preference plays a critical role in shaping developers' product strategies.

Service Quality

Service quality refers to the extent to which a service meets or exceeds customer expectations and requirements (Ren et al., 2022). It is an essential aspect of service industries that can significantly affect customer satisfaction and loyalty (Hu et al., 2022). In the context of renewable energy investment, Chen et al. (2023) emphasize that service quality plays a crucial role in attracting investors and promoting the development of the renewable energy industry. Similarly, in the e-commerce supply chain, Peng et al. (2023) suggest that green financing strategies are essential to achieve sustainable development, but service quality regulation is also necessary to ensure customer satisfaction and confidence.

In the call center industry, Hu et al. (2022) examine the relationship between customer preferences for service quality and service speed. They find that customers are more likely to retry a call when the service quality is low than when the service speed is low. Therefore, call centers should prioritize improving service quality to reduce customer retrials and enhance customer satisfaction. Moreover, in the study of customer preferences for robot's serving styles, Rossi et al. (2022) find that service quality, including the robot's reliability, responsiveness, and empathy, is critical to satisfying customers' needs and expectations. In terms of Douyin, while no reference directly explores the relationship between service quality and consumer preferences, service quality is an essential aspect of the platform's user experience. TikTok's success is partly attributed to its high-quality content, personalized recommendations, and smooth user interface, which enhance user satisfaction and retention. Therefore, it can be inferred that service quality is a crucial factor that drives user preferences on the platform.

Technology

Technology refers to the application of scientific knowledge and techniques to create new products, processes, and services that enhance human life and economic growth. Technology has revolutionized various industries and has transformed the way businesses operate and deliver value to customers. The impact of technology on consumer behavior and preferences has also been widely studied in recent years. Yi, Wang, Fu, and Li (2022) investigated the impact of taxes or subsidies on promoting investment in green technologies for a supply chain considering consumer preferences for green products. They found that a subsidy is a more effective policy measure to promote investment in green technologies, and consumer preferences for green products significantly influence the decision-making process. Marotta, Wu, Zhang, and Acquisti (2022) studied the welfare impact of targeted advertising technologies. They found that these technologies can improve consumer welfare by providing them with personalized and relevant advertisements that meet their preferences.

Zhou (2022) investigated decisions on technologies for emissions control in port areas under subsidy and low-carbon preferences of customers. The study found that customer preferences for low-carbon emissions significantly influence technology decisions and that subsidies can be an effective policy measure to promote the adoption of low-carbon technologies. Technology has also had a significant impact on consumer behavior on social media platforms such as Douyin. According to research by Chen and Lai (2021), the use of technology such as augmented reality (AR) in social media platforms can significantly influence consumer purchase intentions. AR features allow users to try on virtual products and see how they look, which can improve their shopping experience and increase the likelihood of making a purchase.

Marketing and Advertising

Marketing and advertising are two closely related fields that play a crucial role in promoting and selling products or services to consumers. Marketing refers to the process of creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (Kotler & Armstrong, 2022). Advertising, on the other hand, is a subset of marketing that involves paid communication through various media channels to promote products or services and influence consumer behavior.

Several recent studies have explored the relationship between marketing and advertising and Douyin consumer preferences. For instance, Chen et al. (2022) examined the impact of duo-regional generic advertising on social media on consumer preferences, while Karray et al. (2022) investigated the long-term effects of retail advertising on competing supply chains. These studies highlighted the importance of effective advertising strategies and the need to tailor them to the preferences and behaviors of Douyin users. Moreover, Chandra et al. (2022) focused on the trends and ways forward in personalized marketing, emphasizing the role of data analytics and technology in creating more personalized and targeted advertising messages. Similarly, Chen (2022) discussed the use of high-concurrency big data precision marketing and advertising recommendation under 5G wireless communication network environments, highlighting the potential of new technologies to enhance advertising effectiveness and consumer satisfaction.

Overall, the BC model, SERVQUAL model, TAM, ELM, Diffusion of Innovation Theory, and CEM are all valuable theoretical models that can help businesses understand the relationship between service quality, technology, marketing, and advertising on consumer preferences. These models provide a comprehensive framework for businesses to develop effective strategies that improve their customer experience, enhance customer acquisition, retention, and expansion, and ultimately generate positive outcomes for their business.

Proposed Conceptual Framework

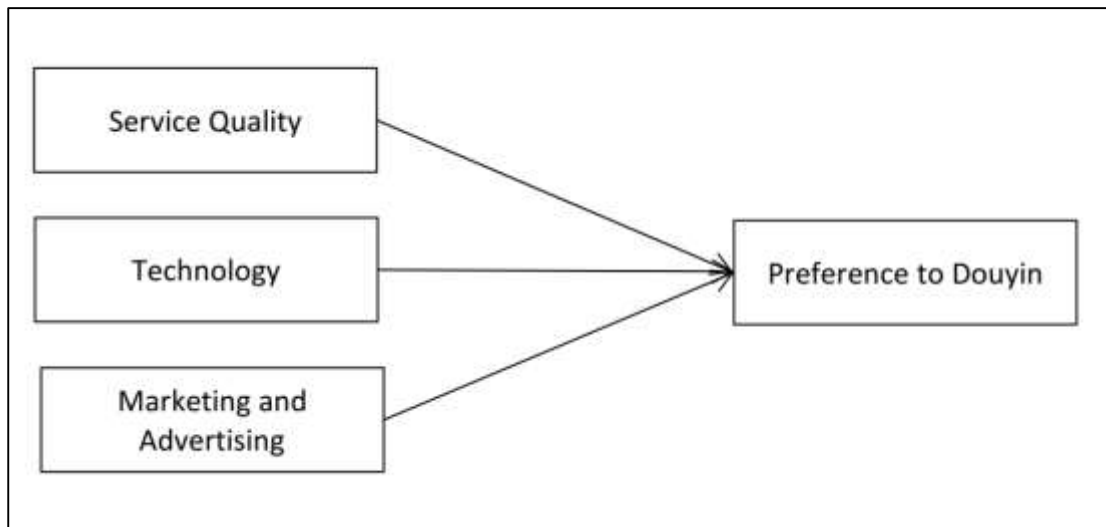


Figure 1: Conceptual Framework

Based on the literature review and conceptual framework, this study proposes that service quality, technology, marketing, and advertising have a significant impact on consumer preferences for Douyin.

Research Methodology

The targeted population is Chinese mobile users. According to China Internet Network Information Center (CNNIC) report (2021), as of June 2021, China had over 1.1 billion mobile internet users. The target group for this study is composed of individuals who own and use mobile phones, including both basic mobile phones and smartphones, in China. They were chosen for this study because it focuses on consumer attitudes towards mobile advertising (m-advertising) in the Chinese market. The sampling frame for this research is Chinese mobile users who own and use mobile phones, including basic mobile phones and smartphones. Since the number of mobile users in China is huge, non-probability sampling was used. The sampling locations for this research are Beijing, Shanghai, Guangzhou, and Shenzhen, as these four cities are among the most populous and economically developed cities in China (National Bureau of Statistics of China, 2021). According to the China Internet Network Information Center (CNNIC) report (2021), these four cities also have a relatively high concentration of mobile internet users. Therefore, they were chosen as sampling locations to ensure the representation of a significant proportion of Chinese mobile users. Table 1 shows the distribution of mobile internet users in China by province in 2021, which shows that these four cities have a significant percentage of mobile internet users in China. In order to get surveys into the hands of the people who are supposed to answer them, we employ a sampling approach

called convenience sampling. It is simple to carry out, and it provides the researchers with the opportunity to get fundamental data and carry out a pilot study (Joseph, 2009).

The ratio of items to replies is used to establish the size of the sample, and the response ratio for each component that will be investigated ranges from 1:4 to a minimum of 1:10 (Hinkin, 1998). The minimum response ratio is 1:10. In this particular investigation, the sample size must be determined based on the measurements of a total of 16 different factors. There were a total of twelve projects that examined aspects of service quality, technology, marketing, and advertising, and there were four projects that measured attitudes towards customer preferences. In light of this, a sample size that falls anywhere within the range of (1:4; 16x4) 64 and (1:10; 16x10) 160 will be deemed enough for factor analysis. Having a bigger sample size, on the other hand, will produce results that are more dependable and accurate (Comrey & Lee, 2013). For this reason, the number of respondents in the sample for this study has to be 450 in order to get an accurate estimate. Using the online technique, respondents were responsible for their own administration of the questionnaire. According to Zikmund (2003), using online questionnaires cuts down on the amount of time needed for processing, facilitates rapid dissemination and response, and makes it simpler for researchers to distribute questionnaires to respondents in a variety of geographic locations.

Data Analysis and Findings

Descriptive Analysis

Out of a total of 414 respondents, there are 214 men, which is equal to 51.69%, and 200 females, which is equal to 48.31%. The targeted respondents are from both sexes. There is a difference of 14 replies, which is equal to 3.38%, between the sexes. Therefore, the ratio of men to girls participating in this study is quite close to being even. The majority of respondents, 103 out of a total of 148, were between the ages of 20 and 24 years old, making up 24.88% of the total. The age group between 25 and 29 years old had the largest proportion of respondents, making up 35.75% of the total. There were 83 responses that fell into the age range of 30 to 34 years old, which accounts for 20.05% of the total. The majority of the respondents in the sample are employees, with 263 people accounting for 63.53% of the total sample. This indicates that the survey subjects may be working adults or individuals currently employed. The second largest group is freelancers, with 101 people accounting for 24.4% of the total sample. This group may include individuals or self-employed individuals working on a project basis. The third group is students, with 35 people accounting for 8.45% of the total sample. This group may include individuals currently studying in colleges or universities. The smallest group in the sample is others, with 15 people, accounting for 3.62% of the total sample. This group may include individuals engaged in unconventional occupations or not belonging to any other category. 119 of the respondents, or 28.74%, have a bachelor's degree, whereas 101 of the respondents, or 22.40%, have a diploma in education. The percentage of respondents who have a bachelor's degree is higher than the percentage who have a diploma in education. The fact

that 345 respondents out of a total of 414 respondents had some level of post-secondary education demonstrates that the majority of those who participated in the survey are well educated. With 272 respondents, or 65.70% of the total, having a personal monthly average income of \$5001 or more is the category with the largest percentage of respondents. Next, the personal monthly average income of 3001 to 5000 is 107 respondents (24.18%), and the personal monthly average income of 3001 to 5000 is 93 respondents (25.85%). Finally, there are 35 replies (or 8.46%) for the 3001 and above category. The data provided indicates that out of the total number of respondents, 376 or 90.82% reported that they have used Douyin (also known as Ticktock) in the past 3 months, while 38 respondents or 9.18% reported that they have not used Douyin in the past 3 months. Therefore, the data collected from respondents is highly authentic and effective. 414 respondents have good judgment to judge the key factors affecting their use of Douyin in order to complete the questionnaire.

Table 1: Reliability Test

Variables	Items	Cronbach's Alpha
SQ	4	0.663
TC	4	0.648
MA	4	0.696
CP	4	0.819

Source: Developed for the research.

Table 1 showed the questionnaire's reliability and internal consistency are good since each dimension's Cronbach's alpha value is more than 0.6 (Hair et al., 2010).

Multiple Linear Regressions

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.835a	.698	.696	.49970

Source: Developed for the research.

From Table 2, the adjusted R-squared is 0.696, indicating that the independent variable explains 69.6% of the dependent variable

Table 3: Parameter Estimates

	B	Standard	Error	T	P	Vif	R ²	Adjusted R ²	F
Intercept	0.014	0.124	-	0.116	0.908	-	0.698	0.696	F=315.842 P=0.000**

SQ	0.313	0.043	0.289	7.192	0.000** *	2.195			*
TE	0.287	0.041	0.266	6.969	0.000** *	1.971			
MA	0.41	0.042	0.391	9.653	0.000** *	2.232			

Source: Developed for the research.

From Table 3, the regression model's regression effect, or statistical significance, is tested using the F-test. Results show $F = 315.842$, $P 0.001$. The regression model passed the F-test with a confidence level of 0.001, indicating statistical significance. During the regression analysis, a VIF test was performed, and all variables had VIF values less than 3, suggesting no multicollinearity in the model. If H1, H2, and H3 are true, service quality, technology, marketing, and advertising increase customer preference ($p 0.05$).

The model summation adopted can be derived based on:

$$Y = \alpha + \beta_1 \text{SQ} + \beta_2 \text{TE} + \beta_3 \text{MA}$$

Among them, Y=Consumer preference for China Douyin

X1=Service Quality

X2=Technology

X3=Marketing and Advertising

$$Y = \alpha + \beta_1 \text{SQ} + \beta_2 \text{TE} + \beta_3 \text{MA}$$

$$= y = 0.014 + 0.313 * \text{SQ} + 0.287 * \text{TE} + 0.41 * \text{MA}$$

This equation indicates that service quality, technology, marketing, and advertising are all positively correlated with consumer preferences. At the level of significance, the original assumption that the regression coefficient is 0 is rejected, so the model meets the requirements.

Discussions, Conclusion and Implications

The study has successfully identified and analyzed the determinants that influence the consumer preferences of Douyin in China. The three independent variables that were examined in this research are service quality, technology, marketing and advertising. The results of the study revealed that all of these independent variables have a significant impact on consumer preferences of Douyin. Therefore, the research questions and objectives have been effectively addressed and answered. This study provides valuable insights into the factors that influence consumer preferences of Douyin in China. Future research can build upon these findings by conducting longitudinal studies to track changes in user preferences over time, expanding the study to include a more diverse sample of users from different regions of China, investigating the influence of culture on user preferences, and exploring the impact of different types of content and social influence on user preferences. Overall, these recommendations for

future research will help to deepen our understanding of the factors that influence consumer preferences of Douyin and inform effective marketing strategies to target this platform's users in China.

Service quality, technology, marketing, and advertising are significantly positively correlated with consumer preferences. Therefore, all hypotheses are supported by the results as shown in Table 4.

Table 4: Summary of Hypothesis

Hypothes	Beta	P-value	Result
H: Service quality, Technology and Marketing can predict the Chinese consumer preference for Douyin.	0.31, 0.28, 0.41	<0.05	Accepted

Source: Developed for the research.

The relationship between service quality and consumer preferences

The linear regression analysis result of a sample size of 414 reveals several significant findings that are important for understanding the factors that influence consumer preferences. The analysis shows that service quality, technology, and marketing and advertising are all positively and significantly related to consumer preferences. Service quality has the highest coefficient value among the three predictors, indicating that it has the strongest influence on consumer preferences. The standardized coefficient for service quality is 0.289, which means that a one-unit increase in service quality is associated with a 0.289 unit increase in consumer preferences, after adjusting for other factors. This relationship is statistically significant, with a t-value of 7.192 and a p-value of less than 0.01. This finding is consistent with previous research that has demonstrated the importance of service quality in shaping consumer preferences (Rossi et al., 2022, Evon et al., 2023). Consumers are more likely to prefer products and services that are accompanied by high-quality service experiences. Service quality can include various aspects, such as responsiveness, empathy, reliability, and assurance. Consumers expect businesses to deliver high-quality service, and failure to meet these expectations can negatively impact their preferences and loyalty. The relationship between service quality and consumer preferences can be explained by several factors. First, high-quality service can enhance the overall satisfaction and enjoyment of the consumption experience. Consumers are more likely to return to businesses that provide satisfying experiences, leading to increased preferences for the brand. Second, high-quality service can increase trust and confidence in the product or service, making consumers more likely to recommend it to others. Third, high-quality service can provide a competitive advantage, especially in industries where product differentiation is minimal. In such industries, businesses that offer superior service can differentiate themselves from competitors and attract more customers.

The relationship between technology and consumer preferences

The findings of this linear regression analysis, based on a sample size of 414, reveal several significant predictors of consumer preference: service quality, technology, and marketing and advertising. These predictors explain 68.6% of the variance in consumer preference, as indicated by the Adjusted R^2 value. The coefficient values of the predictors provide insight into the strength and direction of the relationships between the independent variables and the dependent variable. In this study, the non-standardized coefficients indicate the strength of the relationships, while the standardized coefficients show the relative contribution of each predictor.

Technology also has a significant relationship with consumer preference, as evidenced by its standardized coefficient of 0.266 and non-standardized coefficient of 0.287. This result indicates that technological advancements can positively influence consumer preferences. It is likely that consumers prefer companies that use the latest technology to enhance their products and services. Of particular interest is the relationship between technology and consumer preference. The results of this study indicate that there is a positive relationship between these variables is similar in Zhou (2022). This finding suggests that consumers are increasingly drawn to companies that utilize advanced technology to improve their products and services. It is possible that this trend reflects a broader cultural shift towards the integration of technology in everyday life.

The relationship between marketing, advertising, and consumer preferences

The results of the linear regression analysis, based on a sample size of 414, reveal that service quality, technology, and marketing and advertising are significant predictors of consumer preference. These predictors explain 68.6% of the variance in consumer preference, as indicated by the Adjusted R^2 value. The coefficient values of the predictors provide insight into the strength and direction of the relationships between the independent variables and the dependent variable. Service quality was found to have the strongest relationship with consumer preference, followed by marketing and advertising and technology. The non-standardized coefficients indicate the strength of the relationships, while the standardized coefficients show the relative contribution of each predictor. The standardized coefficient for marketing and advertising is 0.391, indicating that it has a strong positive relationship with consumer preference. This finding suggests that companies that invest in effective marketing and advertising strategies may be able to attract and retain more customers. This finding is aligned with Chen et al.(2022). Effective marketing and advertising can help companies differentiate themselves from competitors and create a strong brand image in the minds of consumers. A well-executed marketing campaign can create awareness and interest in a company's products and services, which can translate into increased sales and market share. Additionally, marketing and advertising can help to reinforce a positive brand image and strengthen customer loyalty over time.

Implication

This result reflects the importance of service quality, technology, marketing, and advertising in influencing Chinese consumers' preferences for Douyin . Therefore, this study suggests that enterprises need to improve service quality, keep up with technological advancements, carry out effective marketing and advertising activities, and create a seamlessly integrated customer experience. By doing so, companies can enhance their brand reputation, increase customer loyalty, and ultimately drive business growth. Firstly, businesses need to focus on improving their service quality to increase consumer preference. According to Parasuraman et al. (1985), service quality is a critical factor in determining consumer satisfaction and loyalty. Therefore, businesses need to identify the key dimensions of service quality that are most important to their consumers and improve on them. For instance, service quality dimensions such as reliability, responsiveness, assurance, empathy, and tangibles should be considered (Parasuraman et al., 1988). Secondly, technology plays a significant role in shaping consumer preference, and businesses need to ensure that they are keeping up with technological advancements in their industry. Technology can help businesses provide a better customer experience by improving the speed and efficiency of service delivery, enabling personalized communication with customers, and enhancing the overall quality of the service (Savitz & Weber, 2014). Therefore, businesses need to invest in technologies that can help them meet their customers' needs, such as mobile applications, artificial intelligence, and virtual reality. Thirdly, marketing and advertising are crucial factors in shaping consumer preference. Marketers need to understand their target audience and create marketing campaigns that resonate with them. According to Kotler and Armstrong (2010), effective marketing campaigns should communicate the brand's unique value proposition, address the target audience's needs and desires, and create an emotional connection with the audience. Advertising, on the other hand, should be engaging, informative, and non-intrusive (Blanco et al., 2010). Therefore, businesses need to focus on creating marketing and advertising campaigns that are relevant, engaging, and informative to their target audience. Finally, businesses should strive to create a seamless and integrated customer experience across all touchpoints. This involves aligning all aspects of the business, including service quality, technology, marketing, and advertising, to provide a consistent and personalized experience to customers (Verhoef et al., 2009). Businesses should leverage technology to gather customer data and insights that can inform their decision-making processes and enable them to create personalized experiences for their customers.

The theoretical implications of the relationship between service quality, technology, marketing and advertising, as well as consumer preferences, indicate that businesses need to adopt a customer-centric approach to operations. This approach requires understanding customers' needs and preferences and adjusting their strategies to meet these needs. The relationship between service quality and consumer preferences is in line with the view of Service Dominant Logic (SDL), which holds that service is the fundamental unit of exchange, and value is jointly created through interaction between customers and service providers (Vargo & Lusch, 2004). Enterprises adopting this perspective recognize that their customers are active participants in

the value creation process and seek to create personalized experiences that are relevant to their needs and preferences. This study demonstrates that marketing and advertising are important factors affecting consumer preferences. This study provides a foundation for future researchers to create new models in the fields of marketing and advertising.

Limitations of the Study

This research is limited to the region of China and focused only on the factors influencing consumer preferences of Douyin . Thus, the generalizability of the findings may be limited to this specific region and platform. As suggested by Kim and Ko (2012), future studies may extend the scope of research to other social media platforms and regions to improve the generalizability of the findings. The data collection method used in this study is a cross-sectional survey. While it is useful in providing a snapshot of the current state of consumer preferences, it may not capture changes in consumer behavior over time. Future studies could employ longitudinal methods to capture changes in consumer preferences over time. Sampling bias may also limit the generalizability of the results. In this study, the sample was drawn from a specific group of Douyin users in China, which may not be representative of the wider population. Future studies may consider using random sampling methods to reduce the effects of sampling bias.

Recommendation for Future Research

Based on the limitations identified in this study, several recommendations for future research are suggested to further advance the understanding of the factors influencing consumer preferences of Douyin in China. Firstly, future studies could employ a longitudinal study design to investigate the changes in the attitudes and preferences of Douyin users over time. This could provide valuable insights into the factors that influence user preferences and how these preferences evolve as the platform evolves and matures. Secondly, future research could expand the scope of the study to include a more diverse sample of users from different regions of China to ensure that the results are representative of the broader population.

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