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1) Academic Article: Academic articles typically present the core of assembled and analyzed academic content consisting of an introduction and a body that includes major, minor, and subordinate topics usually within a maximum of 20 pages.

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Online Magazine Article
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Print Magazine Article
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Online Newspaper Article
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Print Newspaper Article
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Edited Book Chapter
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Conference Session
Davidson, R. J. (2019, August 8–11). Well-being is a skill [Conference session]. APA 2019 Convention, Chicago, IL, United States. https://irp-cdn.multiscreensite.com/a5ea5d51/files/uploaded/APA2019_Program_190708.pdf

Dissertation from a Database
Horvath-Plyman, M. (2018). Social media and the college student journey: An examination of how social media use impacts social capital and affects college choice, access, and transition (Publication No. 10937367). [Doctoral dissertation, New York University]. ProQuest Dissertations and Theses Global.

Editorial Note

It is with great pleasure that we present to you the first edition of **Liberal Arts and Social Studies International Journal (LAASSIJ)**. This publication marks the beginning of a series featuring selected submissions from the 4th Liberal Arts International Conference 2024. **LAASSIJ**, a gold open-access journal indexed in **the Thai-Journal Citation Index (TCI),** serves as a distinguished platform for disseminating high-quality research from educators and researchers worldwide. Dedicated to advancing knowledge in the liberal arts, humanities, and social sciences, **LAASSIJ** continues to foster academic excellence.

The scope of **LAASSIJ** is intentionally expansive, designed to welcome original and pioneering fundamental research. We recognize the complex challenges inherent in the fields of liberal arts, humanities, and social sciences. Thus, any work submitted for publication must demonstrate a clear connection to the interplay between liberal arts, social sciences, humanities, applied sciences, and areas such as arts and culture. Our scope spans all scales of work, from seminal breakthroughs to interdisciplinary research, encompassing a broad spectrum of home economics, cultural communication, interpersonal communication both verbal and nonverbal, service industry such as tourism and hotel management, hospitality, food science and technology, food and restaurants, aviation business, convention and exhibition business, physical education and recreation, mathematics and applied science including various fields related disciplines.

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Home Economics
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Service Industry such as Tourism, Hotel Management, and Hospitality

May I extend my heartfelt thanks to the outstanding researchers, lecturers, and educators who have joined our editorial advisors and editorial board. I am profoundly grateful for their enthusiastic support in this significant and challenging endeavour. While we anticipate the growth of our editorial board to meet emerging challenges, it is my privilege to introduce our current partners: *Prof. Dr. Yunisrina Qismullah Yusuf, Faculty of Teacher Training and Education,* **Universitas Syiah Kuala, Indonesia;** *Dr. Muhammad Imran Qureshi, International Business School,* **Teesside University International Business School, UK**; *Dr. Nohman Khan,* **Connecting Asia Director, Johor Baharu, Johor, Malaysia**; *Prof. Dr. Fitri Suraya binti Mohamad Hapni Joblie and Dr. Collin Jerome from* **Universiti Malaysia Sarawak, Malaysia**; *Assoc. Prof. Dr. Manjet Kaur Mehar Singh, Assoc. Prof. Dr. Malini Ganapathy, and Assoc. Prof. Dr. Debbita Tan Ai Lin from School of Languages, Literacies and Translations***, University of Science Malaysia, Malaysia**; *Assoc. Prof. Dr. Farrah Dina Binti Yusop and Assoc. Prof. TS. Dr. Siti Hajar Binti Halili from* **University of Malaya, Malaysia**; *Assoc. Prof. Dr. Md Kamrul Hasan,* **United International University, Bangladesh**; *Dr. Syed Muhammad Ahmad Hassan Gillani and Dr. Hamad Raza from* **Universiti Teknologi Malaysia (UTM)***,* **Malaysia**; *Assoc. Prof. Dr. Phatchalin Jeennoon,* **Thaksin University, Thailand**; *and Asst. Prof. Dr. Korkaew Jankingthong,* **Hatyai University, Thailand**. The profound expertise of our editorial board members ensures that every manuscript receives the rigorous evaluation and attention it deserves.

In conclusion, I wish to express my unwavering confidence that, collectively, our authors, editorial board members, reviewers, the **LAASSIJ** team, and our young editorial board members from across the globe will propel liberal arts and social sciences to the vanguard of multidisciplinary researches for sustainable development in a long run.

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Assoc. Prof. Patcharin Kangkha, Ph.D.
Editor-in-Chief

Contents

The Making of a Male Makeover:
Exploring the "Deglamorization" of Male Protagonists in Korean Dramas

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Abstract

The phenomenal success of Korean dramas has been attributed to various factors, one of which may be considered the male protagonist's image of being a Prince Charming. As was pointed out by researchers' previous study, the noticeable shift in the male characters' image is characterized by a more approachable vibe, usually portrayed through the adoption of casual clothing and hairstyles without styling gel. Hence, the present paper aims to: 1) identify such specific physical transformations in light of specific Korean dramas, and 2) to analyze the modes through which the attainability of the male protagonists in Korean dramas is manifested in their physical transformation. Moreover, the present paper aims to propose the term "deglamorization makeover", which is defined as the change or transformation in the a) physical appearance, b) physical environment, and c) physical movement of the male lead characters, resulting in the perceived attainability and simplicity of such characters in the context of Korean dramas. The paper considered six Korean dramas that demonstrate this "deglamorization". Hence, the attainability via deglamorization is reflected in the change of their appearance through various modes such as hairstyle, outfit, demeanor, and settings to showcase their willingness to adapt and adopt to the personality and style of the female characters. Moreover, the male character's decision to transform (whether consciously or unconsciously) springs from his own volition, rather than him being influenced by external agencies or other characters, as opposed to the conventional makeover trope in female characters often observed in movies that include makeovers. Finally, it may be concluded that this willingness to adapt and adopt on the part of the male characters has been shown in the way they tone down, soften, even deglamorize or simplify their appearance as a form of adjustment and sacrifice so that the gap between the male and female protagonists becomes narrow.

Keywords: *Korean dramas, makeover, deglamorization, physical transformation*

1. INTRODUCTION

The phenomenal success of Korean dramas has been attributed to various factors in several studies such as in the Philippine context, a. *remedies for boredom,* b. *the impact of*

family and friends, c. *the quality of production,* d. *the romanticization of life,* e. *engagement in Korean culture practices,* f. *the effects of time management and sleep schedules, and* g. *frustration with one's own country* (Serrano, et al. 2022). Another factor contributing to the success of Korean dramas is the male characters' portrayal of "being in touch with their emotions" (Lee, 2020, as cited in Kwon, 2022, para. 7). Moreover, the special connection that the audience forms with the characters is referred to as "parasocial relations". In this case, a sense of intimacy and reliance is assumed in which the viewers perceive that such programs provide a source of courage as they support the romantic elements in Korean dramas (Hassim et.al, 2019). Finally, several other reasons may help explain the appeal of the male protagonists to the viewers, including their gentleness and kindness indicating their being an ideal man (Lin & Tong, 2008, as cited in Gongora, n.d.), the physical attractiveness of the male characters (Gongora, n.d.), their wholesome and nonsexual image (Lee, 2020), and their being "flower boys", whose characteristics include having androgynous appearance, and having attractive faces, hair and skin (Jung, 2006, as cited in Lee, 2020), among others.

Apart from the characteristics of the male protagonists that contribute to their image of being "Prince Charming", Sioson and Sioson (2023) also pointed out the noticeable shift in the male characters' image, characterized by a more approachable vibe. This is often portrayed through the adoption of casual clothing and hairstyles without styling gel. The current endeavor further explores this idea. Hence, the present paper aims to: 1) identify such specific physical transformations in light of specific Korean dramas, and 2) to analyze the modes through which the attainability of the male protagonists in Korean dramas is manifested in their physical transformation.

Moreover, there seems to be dearth in the literature in terms of the makeover trope, especially when considering the kind of "makeover" referred to in the present article. While studies that relate to makeover explored cosmetic surgery (e.g., Jones, 2006; Sperry, 2007), cosmetics (e.g., Aguinaldo & Peissig, 2021; Arai & Nittono, 2022), and other sources focused on **female** characters (e.g., Flint, 2020; Marston, 2010), none of the studies explored makeovers that focused on **male characters** and in the manner that we define it here, to the best of our knowledge.

Finally, in light of the makeover concept, the present paper aims to propose the term "deglamorization makeover". Conventionally, the word "deglamorization" is defined as "the act or process of making less" (Collins, n.d.). In this paper, we define "deglamorization makeover" as the change or transformation in the physical appearance of the male lead characters which results in the perceived attainability and simplicity of such characters in the context of Korean dramas. These physical changes may be manifested through softening of their looks, for instance, dressing more casually or non-application of styling gel in their hair.

2. LITERATURE REVIEW

2.1 Makeover

In the realm of popular culture, a variety of ways of living and activities is where 'makeover' is growing to an increasing extent (Jones, 2006). For instance, a narrative device that has long been employed by Hollywood, particularly prevalent in the genre of romantic

comedies is the makeover trope (Flint, 2020). The use of aesthetic transformation of the character enhances that character's desirability and drives the storyline, which often result in improved romantic outcomes (Flint, 2020).

A makeover refers to a transformation or change in appearance, often involving alterations to one's hairstyle or use of cosmetics (Merriam- Webster, n.d.). It is a term used to describe a comprehensive set of changes or improvements made to enhance the appearance or image of a person, place, or thing to achieve a more appealing or improved result (Cambridge Dictionary, n.d.).

This makeover as seen in popular culture may possibly stem from people's perceptions of attractiveness or pleasantness. For instance, in terms of using cosmetics to enhance one's appearance, a study by Aguinaldo and Peissig (2021) compared the perceived facial attractiveness, competence, and socio-sexuality of faces without makeup, with light makeup and with heavy makeup. It was found that the faces that had heavy makeup received significantly higher ratings from the participants in terms of socio-sexuality and attractiveness compared to the ones that had light makeup. Moreover, with regard to competence, it was faces without makeup that were deemed less competent than those with either light or heavy makeup. Another study that explored the role of makeup is that of Arai and Nittono (2022), who concluded that faces with makeup are naturally focused on visually by people, which implies that the perceived attractiveness of one's face can be enhanced through makeup and that based on neural evidence, such advantages of makeup extend to one's own perception of his or her face, and not only limited to the way other people perceive a person's face.

In terms of makeovers that investigated female characters, Marston's (2010) study analyzed teen movies concerning makeovers. The teen movie as a fairytale refers to the chance to transform the person's life as the lead character is elevated within the social hierarchy. For instance, this is seen in the film, *The Princess Diaries*, where the female protagonist was taught how to walk, talk and eat similar to the way the princess in fairytales does. By the end of the makeover stories concerning female protagonists, the characters have been at the receiving end of romantic interest; however, it is essential that the demonstration of a form of an idealized femininity is perceived as aligned with their real self as this idealized concept has become part of their nature (Marston, 2010).

2.2 Physical Transformations in Korean Dramas

The concept of "makeover" may then be situated in the context of Korean dramas. Sioson and Sioson (2023) observed that the male protagonists initially present themselves as affluent and powerful individuals, frequently wearing suits and formal hairstyles whose demeanor is often serious and stern. However, as the plot continues, the male protagonists undergo a gradual transformation in their physical appearance. This shift is evident as they are portrayed in more ordinary settings such as malls, supermarkets, and parks, moving away from their corporate or office environments. Spending more time with their female partners, who typically embody more ordinary characters, contributes to this change, resulting in the male characters adopting a more relaxed and casual vibe.

Another point that Sioson and Sioson (2023) raised is the apparent loosening up of the male protagonists' personalities, leading to a more laid-back and relaxed physical demeanor. This reflects the dynamic development of their characters. While the literature commonly explores character development in terms of *emotions,* Korean dramas uniquely emphasize the significance of *physical changes*, highlighting the impact of women on transforming the men not only emotionally but also in their outward appearance.

3. DISCUSSION

The impression of attainability, which appears in the physical transformation of the male protagonists, becomes very evident once they give much attention and affection to their female partners. They slowly change in their physical appearance particularly in their a.) physical appearance such as facial expressions, hairstyles and outfits, b.) physical environment, and c.) physical movement.

One example of this is the Korean drama*, Business Proposal* (produced by Kim, 2022). In this drama, the male character, the CEO of their own company who would always wear a suit and sport a gelled-hair, went to an amusement park with the woman he liked. This woman happened to be an employee of their company and came from a middle-class family. In this particular scene, the male protagonist looked less formal by wearing casual attire and did not put on hair gel anymore. He even allowed the girl to put a headband on him, the ones usually sold in amusement parks. Although the environment was casual, the amusement park explicitly showed the significant transformation made in the looks of the male character. Another scene that showcases attainability, even explicit deglamorization, via physical movement is when the male protagonist tied the shoelace of the female character while they were out for a stroll in a typical seashore. The place where they decided to have a date was also a form of deglamorization since it was not a fancy location at all, thus presenting deglamorization through physical location.

Another example of this is the Korean Drama, *Destined With You* (produced by Park et al., 2023). Here, the male character portrays a serious and sad lawyer. He would often talk about cases and businesses, until he met the female protagonist, who happened to be a caring, friendly, and jolly individual who works in the City Hall. During the course of their courtship, the physical transformation of the male character could be obviously seen in his facial expressions and demeanor. From being stiff and serious, he would always smile with twinkling eyes and would often be seen in the ordinary neighborhood where the girl lived. This change in demeanor made him seem attainable as opposed to an idealized version of a person put on a pedestal since a smile softens a person's looks and exudes a more approachable vibe.

The same situation can also be witnessed in the Korean drama, *Crash Course in Romance* (produced by Cho et al., 2023). The male protagonist was a popular Math tutor because of how excellent and serious he was when it came to teaching. He was also stiff and most of his colleagues did not want to be with him because he was stern and strict most of the time. However, when he met the female character and started to like her, he became cheerful, approachable, and understanding. He can also be seen wearing more casual attire and hairstyle, while spending more time in the small neighborhood where the female resided and where her small-dish business was also located.

In *My Lovely Liar* (produced by Lee & So, 2023) Korean drama, a "loosened-up" personality of the male character after he met the female protagonist was greatly emphasized. Although the male protagonist's character here was the one in hiding due to his past, where he would often wear face mask, sunglasses, and plain clothes in order not to catch attention, he was able to slowly change and remove his fear of people because of the support given to him by the female character whom he was beginning to like as well. The male character here was a rich and talented composer, while the female character came from a poor and broken family. From being always afraid to be recognized by people, he slowly became more confident in removing his face masks and not wearing sunglasses anymore (physical appearance). He decided as well to perform in an unsophisticated occasion where it was held in their ordinary neighborhood (physical location) where many people might recognize his face and his past. He was able to do all these transformations due to his trust and love for the female protagonist.

Another Korean Drama that showcases deglamorization of the male protagonist is *Love in the Moonlight* (produced by Kang & Lee, 2016). The Crown Prince, while walking in the palace garden, was assisted with an umbrella by his eunuch (male assistant). During this time, he already knew that his eunuch was a female in disguise; he was beginning to like her, romantically. Since the umbrella was very heavy for her, the Crown Prince carried the umbrella instead. However, he got too worried that other assistants might see him carrying his own umbrella that he decided he would no longer stroll in the garden, and would rather stay and sit in the grass to read books. In this scene as well, he invited his eunuch to sit beside him because he (she) seemed tired from the scorching heat of the sun. The Crown Prince went out of his way to show his affection for the woman he liked.

Finally, in the Korean drama, *She Was Pretty* (produced by Han, 2015), the male protagonist, who happened to be an international head editor of a magazine company, tended to be strict and bossy. He would often wear formal attire as well and because of his aura, most of his subordinates were afraid of him. However, when he fell in love with the female character, he slowly changed his facial expressions and became more welcoming and pleasant. He also changed his outfit and hairstyle into a more casual look.

These are the male makeovers that are direct, distinct, and definite in Korean dramas that showcase that apart from the personality, it is the consistency in the physical transformation of the male characters once they fall in love that possibly contributed to their global, phenomenal success. Because of this phenomenon, viewers, particularly the females, may become so attracted to the male protagonists, thus the para-social relations. They can relate to these physical changes that were manifested because of how they love their female partners in the story. The willingness to adapt and adopt has been shown in the way they tone down, soften, even de-glamorize or simplify their appearance as a form of adjustment and sacrifice so that the gap between the male and female lead characters becomes narrow. In this sense, it would somehow counter Wagner's (n.d., as cited in Flint, 2020, para. 14) remark that "the powerless are physically manipulated by the powerful characters" in numerous movies that feature makeover tropes, indicating power imbalance. This is because, in Korean dramas, at least considered in the present article, the male character's decision to transform (whether

consciously or unconsciously) springs from his own volition, rather than him being influenced by the pressure from external agencies or other characters.

4. CONCLUSION

The deglamorization of the Korean dramas' male protagonists consistently happens in the time that they get attracted or have fallen in love with their female counterparts. This is to show attainability via deglamorization where they change their looks through various modes such as a) physical appearance (e.g., hairstyle, outfit), b) physical environment, and c) physical movements (i.e. demeanor) to showcase their willingness to adapt and adopt to the personality and style of the female characters.

Hence, this paper demonstrated how the proposed "deglamorization" kind of makeover is manifested, a concept that is quite different from the conventional idea of a makeover. This deglamorization is reflected in the change of their appearance in a variety of ways. Moreover, the male character's decision to transform springs from his own volition, rather than him being influenced by external agencies or other characters, as opposed to the conventional makeover trope in female characters often observed in movies that involve makeovers. Finally, it may be concluded that this willingness to adapt and adopt on the part of the male characters has been shown in the way they tone down, soften, even deglamorize or simplify their appearance as a form of adjustment and sacrifice so that the gap between the male and female protagonists becomes narrow.

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Unlocking Spiritual Growth: Embracing Simplicity Values in Islamic Religious Education and Moral Character Development

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Abstract

This study delves into the integration of simplicity values within Islamic Religious Education and Character Education in Palopo City, highlighting the crucial role these values play in shaping individuals capable of confronting contemporary society's moral and material challenges. Employing a mixed-method approach, the research evaluates educational content for its alignment with simplicity principles and gauges student comprehension and application of these values. Results indicate a strong correlation between the teachings of Islamic religious education and the cultivation of a simple, ethical lifestyle, emphasizing virtues such as honesty, humility, and social responsibility. Most students exhibit a sound understanding of simplicity, pointing to the effectiveness of current pedagogical methods. Nonetheless, the study identifies a need for enhanced teaching strategies to engage a subset of students showing lesser comprehension. The findings advocate for a concerted effort among educators, parents, and the broader community to embed simplicity deeply in educational practices. The study suggests that it is pivotal for individual character development and fostering a just, sustainable, and harmonious society. It underscores the importance of continuous educational refinement and community involvement in nurturing a generation that values simplicity and ethical living, thereby contributing to the global fight against materialism and corruption.

Keywords: Simplicity Values, Islamic Religious Education, Moral Character

1. INTRODUCTION

In the increasingly complex and challenging modern global society, the urgency of Islamic religious education has undergone significant evolution (Asefi et al., 2019; Solihin et al., 2020). No longer merely focusing on a theoretical understanding of religious doctrines, Islamic religious education now emphasizes the practical application of Islamic values in daily life (Yumnah, 2021). It is highly relevant, especially in character formation and individual spiritual development. Faced with an era marked by the dominance of materialism, consumerism, and various moral crises, today's global society is confronted with the urgent need to internalize and apply the values of simplicity taught by Islam (Dian et al., 2023; Solihin et al., 2020). These

values serve as guidelines for a healthy life and a solid foundation for educating character and building and strengthening the spiritual resilience of learners.

Applying the values of simplicity in Islamic religious education has the potential to respond to various contemporary issues facing humanity. In an era of rapid globalization, where information and cultures migrate and blend without boundaries, forming a strong spiritual identity and moral character becomes increasingly vital (Dian et al., 2023; Muhsan & Abdul Haris, 2022). The values of simplicity taught by Islam, which include honesty, humility, resilience, and justice, can serve as a foundation for individuals to choose an ethical, socially and environmentally responsible lifestyle (Arifinsyah et al., 2020; Muna et al., 2022; Mundilestari, 2022). Thus, Islamic religious education enriched with simplicity is essential for individual spiritual growth and for creating a more just, sustainable, and harmonious society on the global stage.

The values of simplicity in Islamic religious education play a significant role in addressing various global issues, ranging from reducing socio-economic disparities and shaping better character and personality to supporting sustainable management of natural resources (Susanto et al., 2023; Taufik, 2020). Simplicity encourages a healthier lifestyle mentally and physically, reduces stress, and emphasizes the importance of spiritual satisfaction over materialism (Kopetz, 2019). Furthermore, this value strengthens social solidarity by teaching the importance of sharing and caring for others (Osikominu & Bocken, 2020; Rebouças & Soares, 2021). By integrating the values of simplicity into the curriculum and educational practices, we can help shape a more harmonious, tolerant, and sustainable global society (Peifer et al., 2020; Saefullah & Zahra, 2024).

Simplicity, as one of the core values in Islamic teachings, offers a different perspective on life, an approach that emphasizes the importance of heart satisfaction, peace of mind, and essence-oriented living, rather than materialism (Asefi et al., 2019; Ihwani et al., 2023). When integrated into Islamic religious education, this value has significant potential in shaping individuals who have a strong understanding of religion and possess robust moral character and high spiritual adaptability in facing various contemporary challenges (Naveh & Shelef, 2021; Supriyanto et al., 2022).

The population of Palopo City represents a microcosm of Indonesia's cultural and religious pluralism. The dominance of Islam adherents is recorded as the highest, followed by minority groups practicing Christianity, Catholicism, Hinduism, Buddhism, and Kong Hu Cu. Despite enriching the social tapestry, this diversity often poses significant challenges in the social context. Specifically, Palopo has garnered media attention and oversight scrutiny due to a series of detrimental corruption cases, including maladministration in the procurement of medical equipment at Sawerigading Regional Hospital and the involvement of twenty-five members of the Palopo City Regional People's Representative Council (DPRD) in corrupt practices (Chalik Mawardi, 2022; M Darwin Fatir, 2022). Effectively addressing these cases is crucial to prevent potential conflicts and wider social fractures within the community.

In promoting simplicity values, holistic problem-solving is essential, teaching valuable lessons on greed's risks (Wahab Syakhrani, 2020). Palopo City must reinforce simplicity and integrity practices to enhance social foundations, fostering sustainable

development (Kaso et al., 2021). Presidential Regulation No. 87 of 2017 emphasizes character education's role in schools, communities, and families, instilling anti-corruption and anti-radicalism values. Islamic and Moral Education cultivates students' character, aligning with Pancasila principles and fostering global competence. Islamic values of simplicity nurture character and spiritual resilience, emphasizing honesty, tolerance, and social responsibility. Integration into education combats radicalism and corruption, fostering adaptability and tolerance in diverse societies (Hidayat, 2019; Putra & Santosa, 2024). Teachers' positive role modelling and parental involvement are crucial in creating a supportive school culture for character development. Synergy among stakeholders ensures consistent character-building, fostering responsible citizens aligned with Islamic and Pancasila values (Firman et al., 2021; Indriyani, 2023; Junaidah et al., 2022). Studying primary education students in Palopo City provides insight into anti-radicalism and anti-corruption understanding. Strengthening simplicity supports Palopo City's vision for advancement and sustainability by 2023.

2. CONCEPTUAL FRAMEWORK

This research aims to examine the reinforcement of the value of simplicity through the Islamic religious education curriculum and moral education in the context of primary education units in Palopo. The study is designed to explore the forms and outcomes of implementing Islamic religious education and moral education to reinforce the value of simplicity among students at the primary education level. As part of the theoretical framework, this research proposes a conceptual model outlining the logical flow of thinking and main discussion structure. The model aims to provide a systematic view of how Islamic religious education and moral education can be integrated into education to strengthen the value of simplicity among students and identify success indicators that can be used to assess the effectiveness of this educational approach.
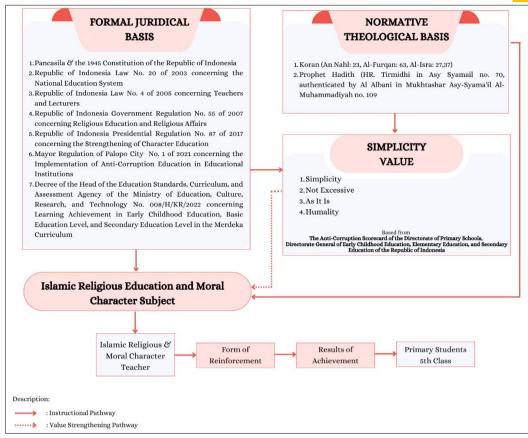
Figure 1. Flow of Research Framework

The conceptual framework in the provided image outlines the integration of Islamic Religious Education and moral character development within the Indonesian primary education system, specifically for 5th-grade students. It is anchored on a dual foundation: a formal juridical basis and a normative theological basis. The formal juridical basis encompasses the Indonesian Constitution, various national laws concerning education and religious affairs, and specific decrees related to education standards and curriculum. Meanwhile, the normative theological basis is derived from Islamic teachings, including the Quran and authenticated Hadiths.

Central to the curriculum is promoting the value of simplicity, which is articulated through principles such as simplicity, avoiding excess, acceptance, and humility. These values are instructed and reinforced by teachers in the classroom to achieve desired educational outcomes, signifying the development of the student's character in line with Islamic principles (Kopetz, 2019; Solihin et al., 2020; Yumnah, 2021). Although the specific results of these educational achievements are not detailed in the image, they presumably pertain to the moral and religious growth expected of the students.
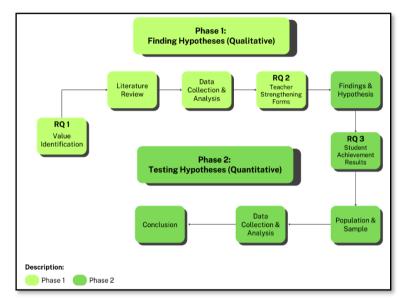
The framework indicates the instructional pathway of direct teaching methods and a value-strengthening pathway that ensures the core value of simplicity is woven throughout the educational experience. The framework is credited to the Anti-Corruption Sourcebook provided by the Directorate of Primary Schools under the Directorate General of Early Childhood Education, Elementary Education, and

Secondary Education of the Republic of Indonesia, highlighting the country's commitment to combating corruption through education.

3. RESEARCH METHODOLOGY

3.1 Research Design

A systematic methodology is required to ensure high-quality results, obtain accurate data, and facilitate the research process in the field. The research methodology is a mixed-method approach, combining quantitative and qualitative research methods (Creswell. J.W., 1999). Combining these two research methods is considered suitable for complementing each other's data (Doyle et al., 2009) necessary for this study. Refer to the flowchart diagram below for a clearer understanding of the research stages.

Figure 2. Research flow using sequential exploratory research design (Adapted from Creswell in Malini H, 2020)

3.2 Research Setting and Participant

This study is conducted in Palopo City, South Sulawesi, covering nine districts that accommodate 81 primary educational institutions, comprising secular elementary schools (SD) and Islamic elementary schools (MI). The combined student enrollment in these institutions totals 17,647 (Dapodikdasmen, n.d.-b, n.d.-a). Employing the Slovin formula, a sample of 27 educators was meticulously chosen for this research. The methodology for selecting educator participants employed a non-probability and purposive sampling technique based on well-defined criteria tailored to the study's focus on Islamic Religious Education and Character Education. These criteria stipulated that the sampled schools must primarily consist of teachers and students practicing Islam, which aligns with the study's emphasis on Islamic pedagogical content.

Additionally, the educators selected for the sample must actively teach the Islamic Religious Education and Character Education curricula, embodying the

transmission of the studied values. Furthermore, the student participants were specified to be Muslim fifth graders, ensuring that the sample demographic aligns appropriately with the intended audience for the educational content regarding age and academic stage. This targeted sampling approach strategically focuses the research on a demographic cohort well-suited to provide insights into the instructional impact of Islamic Religious Education and Character Education on students' understanding of justice values. Concurrently, from the entire student population across all primary educational settings in Palopo City, 100 fifth-grade Muslim students were selected using the Slovin formula to ensure a representative cross-section of the student body, enhancing the credibility of the study's findings.

3.3. Research Instrument

The research team observed the Islamic religious education and character education learning processes in 27 primary education units (SD/MI) in Palopo City, which had been predetermined as samples. The research team conducted the interview process with 27 educators/teachers of Islamic religious education and character education selected as informants based on previous school sampling. Questions and responses were recorded using devices to facilitate verbatim and substantial transcription of the interview results for subsequent stages. The questionnaire containing a series of statements proposed by the research team was administered in two sessions at different times. The research team assessed each received response using the Guttman scale. For each positive statement item, a score of 1 was given if in agreement and a score of 0 if not in agreement. Furthermore, for each negative statement item, a score of 1 was given if not in agreement and a score of 0 if in agreement.

3.4 Data Collection Technique

The data collection method in this research is divided into two stages: qualitative and quantitative. In the qualitative stage, an analysis is conducted on the consistency of the content in Islamic religious education and character education books with anti-radicalism and anti-corruption values. The results of this analysis are used to determine relevant indicators and sub-indicators as the basis for developing interview guidelines for teachers and questionnaires for students. Subsequently, the research team conducted observations and interviews with 27 public and private elementary school educators. In the quantitative stage, a validated questionnaire instrument is utilized, which is administered to the sample students after an explanation of the questionnaire filling process.

4. RESULTS AND DISCUSSION

4.1 Analysis of the Compatibility of Islamic Religious Education and Character Education Materials with the Indicators of Simplicity Values

Education in Islam and the cultivation of character aligned with the principle of simplicity are anchored on ethical pillars such as honesty, transparency, and integrity that extend across various dimensions of life (Asefi et al., 2019). Islamic religious education, within its framework, provides a robust moral foundation for individuals to

cultivate a disposition of simplicity (Bucky Wibawa Karya Guna et al., 2024). It is because, in Islam, ethical principles such as honesty, justice, and integrity are taught as doctrines and expected to be internalized as guides to avoid extravagant or disproportionate practices in life (Oktio Frenki Biantoro, 2019).

On the other hand, character development plays a crucial role in shaping individuals' characters oriented towards simplicity and humility (Rasdi et al., 2021). Values such as politeness, humility, and honesty promoted through character education motivate individuals to choose a simple lifestyle, avoiding tendencies towards luxury or excessive desires (Bustan & Mailani, 2022; Dewantara et al., 2021). Through the internalization of moral values, individuals become more committed to integrity and morality, realizing that simplicity is not just about material deficiency but more a reflection of transcendent value priorities over material wealth (Heryanto et al., 2023; Solihin et al., 2020). Furthermore, the alignment between Islamic religious education and character education materials with the value of simplicity, as validated by experts, can be illustrated through the following table, which outlines the compatibility of materials with specific indicators:

Table 1. Concept Map of the Compatibility of Indicators of Simplicity Values in the Islamic Religious Education and Character Education Book for Grade V

Value Indicator	Matter Topics	Sub-Value Indicators		Matter Discussion
Simplicity	**Chapter 2** Getting Closer to the Names of Allah	1	Simplicity	**Chapter** 3 (p. 74)
	Chapter 3 I Am a Pious Child	2	Not Excessive	**Chapter** 10 (p. 234)
	Chapter 5 Emulating the Struggle of the Prophet Muhammad	3	As It Is	*Not Found*
	Chapter 8 The Joy of Friendship	4	Humility	**Chapter** 2 (p. 37,47)
	Chapter 10 Emulation of the Rightly Guided Caliphs			**Chapter** 3 (p. 67) **Chapter** 5 (p. 120) **Chapter** 8 (p. 196,199) **Chapter** 10 (p. 233,234)

This approach emphasizes the importance of integrating ethical and moral values in education to develop individuals who are not only academically proficient but also morally and ethically strong, with simplicity as one of their core values.

4.2 Ways in Which Teachers Reinforce the Value of Simplicity through the Content of Islamic Religious Education and Character Education in Primary Education Units in Palopo City

Subsequently, the results of field research interviews were subsequently presented with informants (Islamic religious education and character education teachers). The interview data were processed using the N-Vivo 12 Plus application. The findings are as follows:
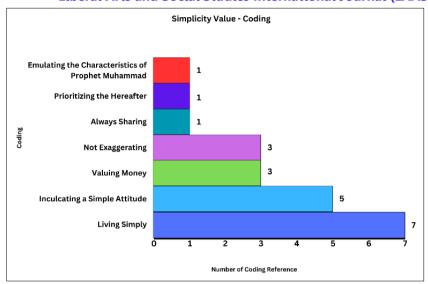
Figure 3. Coding Reference for the Value of Simplicity

The interview results involving 21 out of 27 teachers, analyzed using the coding reference feature, revealed various efforts to strengthen the understanding and application of the value of simplicity in the Islamic Religious Education and Character Education learning processes. These efforts include living simply (performed by seven informants), instilling a simple attitude (performed by five informants), valuing money and not being excessive (performed by three informants each), emulating the characteristics of the Prophet Muhammad, prioritizing the Hereafter, and always sharing (performed by one informant each). From the interview findings, it can be concluded that the efforts to reinforce the values of simplicity in learning are predominantly carried out through the aspect of living simply. This finding is consistent with the four sub-indicators of anti-corruption values under the simplicity indicator, which include values such as "simplicity", "not excessive", "as it is", and "humility".

In strengthening the value of simplicity in learning, Islamic religious education and character education teachers in Palopo City have several concrete actions that can be taken. Firstly, they teach students the value of simplicity, such as appreciating what they have and not overly focusing on expensive items or things (Solihin et al., 2020). Furthermore, teachers set an example by wearing simple clothing or using items that are not overly luxurious, thus fostering a positive attitude towards simplicity (Yumnah, 2021).

Additionally, they reduce the use of luxurious items during teaching or classroom activities and teach students to share with others by collecting unused items and donating them to those in need. Teachers also organize simple activities, such as school clean-up campaigns, to demonstrate that simple activities can significantly benefit others and the environment. They implement practical teaching methods in the classroom, such as making crafts from recycled items or teaching how to make simple toys, to show that simplicity can create beneficial things (Aksinudin et al., 2022; Marhayati & Chandra, 2021; M. A. Rahman, 2022). Lastly, teachers should avoid excessive praise or awards for students so that students understand that achievement and the value of simplicity are more important than excessive praise or awards

(Muhsan & Abdul Haris, 2022). Through these efforts, it is hoped that students can understand and apply the values of simplicity in their daily lives effectively.

4.3 Understanding of Students Towards the Value of Simplicity through the Content of Religious Education and Character Education in Primary Education Units in Palopo City

The analysis of the Simplicity Value Questionnaire among elementary school students in Palopo City highlighted invalid items due to their failure to meet statistical validity criteria, influenced by the diverse experiences of the children shaped by geographical, economic, and educational factors. This diversity impacts their understanding of corruption, emphasizing the necessity for nuanced questionnaire design that considers the varied social and cultural backgrounds, subjective interpretations, and psychometric factors such as memory and concentration. The subsequent refinement and testing of the questionnaire revealed varying levels of understanding of anti-corruption values among the students, with a significant portion demonstrating good to very good comprehension, attributable to the effective integration of simplicity principles into the curriculum.

Despite the positive outcomes, with 67% of students showing a good understanding of anti-corruption values, 19% scored poorly, indicating the need for further educational interventions. It suggests opportunities for educators to enhance learning processes through improved content presentation, teaching methodologies, and the implementation of character education. Continuous efforts and innovative teaching strategies are essential to ensure that all students achieve a comprehensive understanding and internalization of the value of simplicity, ultimately fostering a generation in Palopo City that upholds integrity, honesty, and resilience against corruption.

The initiative to reinforce simplicity values across various sectors has made significant strides towards achieving integrity, reducing corruption, and fostering a culture of honesty and ethical behaviour, notably through enhancing students' comprehension and engagement with simplicity principles (Muhajir, 2022; Yumnah, 2021). Incorporating these values into educational frameworks has effectively raised awareness among students, facilitated ethical decision-making, and fostered an understanding of corruption's detrimental effects on society (Angelia et al., 2022; Kusumaning Ayu et al., 2022). The development of innovative teaching strategies and resources, including interactive learning experiences and project-based learning, has furthered this cause, leading to positive behavioural changes among students towards honesty, responsibility, and ethical conduct, indicating a successful internalization of simplicity principles essential for societal goals against corruption (Dasmana et al., 2022; Mappaenre et al., 2023; A. Rahman et al., 2021; Sugiarto & Rachmadhani, 2022)

Promoting simplicity extends beyond educational settings, enhancing community awareness and involvement in anti-corruption efforts and influencing policy and governance towards transparency, accountability, and ethical governance (Solihin et al., 2020). Engaging a wider audience, including parents and community leaders, in simplicity and ethics discussions boosts collective anti-corruption initiatives, while policy reforms advocating for simplicity can embed these values more deeply in the societal fabric (Priyanto, 2020; Trisakti Handayani, 2021). These

multifaceted achievements highlight the crucial roles of education, community engagement, and policy reform in building a more ethical, just, and corruption-resistant society, underscoring the transformative power of simplicity values in fostering societal change (Yumnah, 2021).

5. CONCLUSION

The integration of simplicity values into Islamic Religious Education and Character Education is a testament to the transformative power of education. It underscores the importance of nurturing ethical virtues alongside academic knowledge, aiming to develop individuals who are knowledgeable, morally resilient, and committed to the principles of honesty and integrity. As this study suggests, the path toward achieving such outcomes involves a dynamic and reflective educational process that continually adapts to meet the diverse needs of students and society. Through sustained efforts and quality education, it is hoped that future generations in Palopo City and beyond will emerge as champions of simplicity, integrity, and anti-corruption, contributing positively to the fabric of society.

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Comparative Analysis of Consumer Purchase Intentions for Battery Electric Vehicles in Shenzhen and Yangjiang City, China

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Abstract

This study examines consumer preferences for Battery Electric Vehicles (BEVs) within Shenzhen, a globally recognized mega-city, and Yangjiang, a medium-sized city in China. The research is motivated by increasing global environmental concerns and the urgent need for sustainable transportation solutions. It aims to reveal the factors driving differences in BEVs purchase intentions among consumers in these contrasting urban contexts, considering technological advancements, environmental consciousness, economic considerations, and policy incentives. Adopting a comparative analysis approach, the study is grounded in the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB). Quantitative data were collected through surveys conducted among residents of both cities, providing insights into consumer attitudes and intentions towards BEVs. The results demonstrate significant variations in BEVs adoption intentions between consumers in Shenzhen and Yangjiang, underscoring the complex nature of China's BEVs market. These variations suggest that bespoke strategies are essential for promoting BEVs adoption across different urban settings. The study offers valuable insights for policymakers, automotive manufacturers, and environmental advocates, highlighting the need for tailored approaches to enhance sustainable urban mobility. Conclusively, this research contributes to the understanding of sustainable transportation and consumer behavior, advocating for strategic differentiation in marketing and policy-making to address the diverse needs of urban populations. It emphasizes the critical role of environmental concerns, technological progress, and urban specificity in fostering BEVs adoption, contributing to efforts against climate change and enhancing urban sustainability.

Keywords: Battery electric vehicles, customer purchase intention, consumer behavior, comparative analysis

1. INTRODUCTION

The evolution of Battery Electric Vehicles (BEVs) signifies a pivotal shift in global transport, marking a departure from fossil fuels towards cleaner, sustainable energy sources. Originating in the late 19th century, BEVs have become instrumental in addressing critical environmental challenges (Yakushev et al., 2022), including air pollution and greenhouse gas emissions. This transition not only supports ecological sustainability but

also aligns with global efforts to foster economic growth less dependent on conventional energy sources (Haustein and Jensen, 2018).

China's role in the advancement of BEVs is particularly noteworthy. As the largest auto market globally (Liang and Li, 2023), its pivot towards green and low-carbon solutions has catalyzed significant transformations within the transportation sector. The electric vehicle market, comprising HEVs, PHEVs, BEVs, and FCEVs, is seeing a marked preference for BEVs due to their efficiency and zero-emission profile (Helmers and Marx, 2012). In cities like Shenzhen and Yangjiang, BEVs are gaining popularity for their environmental and energy efficiency benefits, reflecting China's commitment to leading in green transportation.

Despite the BEVs market's growth, research on consumer behavior across different urban contexts, especially in medium-sized cities like Yangjiang, remains sparse. This gap highlights a need for deeper insights into how economic, technological, environmental, and policy factors shape consumer preferences for BEVs in varied urban settings. This study aims to bridge this gap by comparing BEVs purchase intentions in Shenzhen, a megacity, with those in Yangjiang, underscoring the nuanced consumer behaviors in these distinct environments.

This comparative analysis seeks to elucidate the diverse factors influencing BEVs adoption across city sizes (Wang et al., 2021), offering a comprehensive view of the challenges and opportunities present in promoting sustainable transportation. The findings aim to contribute to the broader discourse on green mobility, offering strategic insights for policymakers, urban planners, and auto manufacturers to enhance BEVs uptake. By providing a detailed examination of consumer attitudes toward BEVs, this research enriches our understanding of the evolving landscape of electric vehicle adoption in different urban contexts.

Research Objective

To compare the differences in willingness to purchase BEVs between Shenzhen and Yangjiang city.

2. LITERATURE REVIEW

Theory of Reasoned Action (TRA) and theory of planned behaviors (TPB) play a significant role in understanding the psychological and social factors influencing BEV adoption, highlighting not only universal consumer behaviors but also regional variances. However, the studies have mainly focused on metropolitan areas, and the dynamics of medium-sized cities are poorly understood.

The literature points out that the landscape adopted by BEVs presents complexity, influenced by a range of socio-economic, cultural and environmental factors. This complexity is further amplified in a country such as China, where regional economic development, technology availability, and environmental policies differ significantly. The study shows that while urban consumers like Shenzhen are more inclined to BEVs due to higher environmental awareness and economic capability, the motivations of medium-sized cities like Yangjiang are still poorly understood. This study aims to fill the knowledge

gap by providing a comparative analysis of the purchasing intentions of consumers in Shenzhen and Yangjiang.

Three key literature reviews related to this research study:

2.1 Consumer Behavior

Good (1973) and Bloom (1975) defined behavior as a broad spectrum of human actions, both observable and internal. The Royal Institute Dictionary (2011) and Nattakorn Intui (2016) further elaborated on this, emphasizing that behavior includes any response, conscious or unconscious, to external or internal stimuli. Behavior can be categorized into two types: covert and overt. Covert behaviors are internal processes like thoughts, emotions, and motivations, while overt behaviors are external actions like speaking, walking, or writing. Entrepreneurial behavior, from a psychological standpoint, is often driven by internal motivations such as a desire for achievement, innovation, and independence. However, Nurul., et al., (2024) classified the users exhibit a variety of behaviors, from passive consumption to active engagement.

It can be said that it's important to note that these behaviors are often intertwined and can evolve over time and user base continue to grow. By understanding these behaviors, businesses can tailor their marketing strategies to effectively engage with their target audience.

2.2 Customer Purchase Intention

Customer purchase intention for genetic testing is influenced by perceptions of integrity and attitudes toward the technology. These factors, in turn, are shaped by trust in the message and company, information processing, and risk judgments. The higher levels of trust and effective information processing can positively impact purchase intention, while perceived risks can have a negative effect. In other words, A customer's inclination to purchase genetic testing services is positively correlated with their perception of the company's integrity and their overall attitude toward genetic testing. These perceptions are influenced by factors such as trust in the information provided by the company, the ease with which customers can process and understand this information, and their assessment of potential risks associated with the testing (Matthew et al., 2023 and Yanhui et al., 2020). There are also factors that directly influence purchase intention, for instance, the product's functional and symbolic value dimensions; the brand image of the product; the identity the product represents such as self-identity, social identity, or both self- and social identity, ethnic identity, and cultural identity; as well as brand personality.

It can be concluded that a customer's intention to purchase a product or service in the future can often predict their actual purchasing behavior. There are various factors influenced the customer purchase intention like the marketing and advertising (e.g. How a brand communicates with consumers, particularly through social media, can impact their purchase intent.); the personal experiences (e.g. a customers' past experiences with a product, including emotional, cognitive, and behavioral aspects, can shape their future purchase decisions.); the consumer psychology (e.g. factors like flow experiences and overall attitudes towards the product, which involve emotional, cognitive, and behavioral components, can influence purchase intent.); the product value and branding (e.g. the

functional and symbolic value of a product, the brand's image, and the identity the product represents (e.g., self-identity, social identity, cultural identity) can all impact purchase intention. In short, a combination of marketing strategies, personal experiences, psychological factors, and product attributes can influence a customer's decision to buy.

2.3 Comparative Analysis

Comparative analysis is the process of comparing items to one another and distinguishing their similarities and differences. When a business wants to analyze an idea, problem, theory or question, conducting a comparative analysis allows it to better understand the issue and form strategies in response. It's important to conduct comparative analyses to gain a better understanding of a problem or answer relevant questions. Here are the primary goals companies aim to achieve through the comparison of data sets, documents or processes. Comparative Analysis in the context involves examining causal complexity through set-theoretic methods, focusing on necessary and sufficient conditions across cases. It aims to derive meaningful insights by comparing configurations of conditions leading to specific outcomes (Eva, Thomann., 2022).

Comparative analysis can be defined as the involvement of comparing things to identify similarities and differences. Businesses use this technique to gain a deeper understanding of issues and develop effective strategies. By comparing data, documents, or processes, businesses can achieve several goals. One key application of comparative analysis is in causal complexity analysis. This involves using set-theoretic methods to explore the necessary and sufficient conditions that lead to specific outcomes. By comparing different configurations of conditions across multiple cases, businesses can gain valuable insights into complex causal relationships.

3. RESEARCH METHOD

This study used quantitative research methods to compare the differences in the purchase intention of BEVs between Shenzhen and Yangjiang consumers through questionnaire survey, and paid special attention to the three aspects of attitude, subjective norm and perceived behavioral control to explore the factors that affect the purchase intention of consumers.

The target group of this study is adult consumers living in Shenzhen City and Yangjiang City, aiming to collect data through convenience sampling method. The study used the "Questionnaire Star" platform to distribute questionnaires online, and a total of 400 questionnaires were distributed. During the questionnaire collection process, a total of 387 valid questionnaires were collected. Among them, there are 195 samples from Shenzhen city and 192 from Yangjiang City, which ensures the balance of the number of samples from the two cities and facilitates the subsequent comparative analysis.

The research data were collected in the form of an online questionnaire. The questionnaire was designed according to the research questions and included basic information about the participants and questions related to the research variables. All questions were on a 5-point Likert scale so that participants could express their level of agreement with each statement. The questionnaire was widely distributed among groups in the target cities, ensuring the extensiveness and representativeness of the data. This study uses SPSS statistical software for data analysis, focusing on the use of two-sample

t-test to compare whether there are significant differences in BEVs purchase intentions of consumers in Shenzhen and Yangjiang. This analysis method helps to directly reflect the differences in purchase intentions between the two cities to verify the research hypotheses.

4. RESEARCH RESULTS

4.1 Reliability test

Reliability test is the consistency of results obtained using the same measurement method repeatedly. The study employed Cronbach's alpha coefficient to evaluate questionnaire reliability, a method that assesses internal consistency among item scores on a scale, crucial for analyzing reliability in attitude and opinion surveys.

It is widely acknowledged that a coefficient below 0.6 indicates poor question reliability, necessitating redesign; whereas a α coefficient equal to or greater than 0.7 signifies good question reliability with a high degree of consistency, enabling data analysis. Table 1 displays reliability statistics for various variables such as ATT, SN, and others, with all tested variables and the overall questionnaire meeting established reliability standards, evidenced by Cronbach α values above 0.7, denoting good reliability.

Table 1. Reliability Statistics.

Variable	Number	Cronbach α
Attitude (ATT)	3	0.805
Subjective norm (SN)	3	0.805
Perceived behavioral control (PBC)	3	0.800
Purchase Intention (PI)	3	0.822
Overall questionnaire	12	0.858

4.2 Validity analysis

The primary objective of questionnaire validity measurement is to assess the degree to which the questionnaire accurately captures the intended variables. A higher level of validity is indicated by a stronger alignment between the measurement results and the content being examined, while lower validity is observed when there are deviations from the intended content.

Table 2. KMO and Bartlett's Test.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.846
Bartlett's Test of Sphericity	Approx. Chi-Square	1830.607
	df	66
	Sig.	0.000

The results presented in Tables 2 and 3 demonstrate the questionnaire's adequacy for factor analysis (KMO = 0.846) and the significant outcome of Bartlett's test (Sig. = 0.000), indicating the data's suitability for analysis. The variable factor analysis results further validate the questionnaire's structure, showing clear factor loadings across different variables (ATT, SN, PBC, PI) and a cumulative variance contribution rate of 72.604% for certain variables, which exceeds the 50% threshold, indicating strong construct validity.

Table 3. Variable factor analysis results.

Variable	Code	Element				Cumulative variance contribution rate (%)
		1	**2**	**3**	**4**	
Attitude	ATT 1			0.808		72.604%
	ATT 2			0.823		
	ATT 3			0.807		
Subjective norm	SN 1		0.783			
	SN 2		0.825			
	SN 3		0.798			
Perceived behavioral control	PBC 1				0.774	
	PBC 2				0.842	
	PBC 3				0.815	
Purchase Intention	PI 1	0.838				
	PI 2	0.828				
	PI 3	0.780				

Extraction method: principal component analysis.
Rotation method: Kaiser normalization varimax method.

The rotation has converged after 5 iterations.

4.3 Two-sample t-test

Two-sample t-test is a hypothesis testing method used to determine whether there is a significant difference between the means of two samples. The results of the data analysis are presented in the table 4 and 5.

4.3.1 Attitudes (ATT) factor:

ATT 1: The result of unequal variance (F=4.575, p=.033) indicates that there is a significant difference in the dispersion degree of consumers' attitude towards a product/service in the two cities. Although the t-test shows that the difference in average attitudes is not significant (t=1.687, p=.092), it indicates that although the average attitudes are close, there are large differences among individual consumers, which may be caused by different marketing effects or cultural differences. ATT 2 and ATT 3: The result of equal variance indicates that the dispersion of consumer attitudes is similar in the two cities. The significant mean difference in ATT 3 (t=2.776, p=.006) points out that in some aspects of attitude, the degree of consensus among consumers in the two cities is different, possibly because specific product/service features have different acceptance in different cities.

4.3.2 Subjective Norm (SN) factor:

SN 1:significant variance inequality (F=6.837, p=.009) and significant mean difference (t=4.205, p<.001) indicates that the social pressure or expectation that affects consumers' purchasing behavior is significantly different in the two cities, and Shenzhen may be more influenced by society.SN 2 and SN 3: Although the results on variance equality are inconsistent, both show significant mean differences, pointing to clear differences between consumers in the two cities when it comes to following social norms.

4.3.3 Perceived Behavioral Control (PBC) factor:

PBC 1, PBC 2, and PBC 3: the results of the analysis of these factors showed that the variance was equal and the significance level was very high (t = 4.767, 4.873, 3.590, p<.001). This suggests that there is a significant difference in the ability of consumers in the two cities to think that they can control their purchasing behavior, which may be related to personal resources, knowledge, or self-efficacy.

4.3.4 Purchase Intention (PI) factor:

PI 1, PI 2, and PI 3: Purchase intention factors show significant purchase intention differences between the two cities, such as PI 1 (t=5.992, p<.001), PI 2 (t=6.597, p<.001), and PI 3 (t=6.812, p<.001). These extremely significant differences show that when buying new products or services, consumers in the two cities show significantly different tendencies. This may be driven by differences in consumers' perceptions of product value, brand trust, market trends, and the effects of marketing strategies.

Table 4. T-test for Equality of Means between Yangjiang City and Shenzhen City.

		t	df	Sig. (2-tailed)	Mean Difference
ATT 1	Equal variances assumed	1.687	385	0.092	0.192
	Equal variances not assumed	1.688	381.944	0.092	0.192
ATT 2	Equal variances assumed	1.759	385	0.079	0.203
	Equal variances not assumed	1.759	384.724	0.079	0.203
ATT 3	Equal variances assumed	2.776	385	0.006	0.326
	Equal variances not assumed	2.776	384.999	0.006	0.326
SN 1	Equal variances assumed	4.205	385	0.000	0.481
	Equal variances not assumed	4.208	382.698	0.000	0.481
SN 2	Equal variances assumed	3.538	385	0.000	0.404
	Equal variances not assumed	3.540	383.573	0.000	0.404
SN 3	Equal variances assumed	3.226	385	0.001	0.377
	Equal variances not assumed	3.227	384.138	0.001	0.377
PBC 1	Equal variances assumed	4.767	385	0.000	0.527
	Equal variances not assumed	4.768	385.000	0.000	0.527
PBC 2	Equal variances assumed	4.873	385	0.000	0.531
	Equal variances not assumed	4.872	383.690	0.000	0.531
PBC 3	Equal variances assumed	3.590	385	0.000	0.422
	Equal variances not assumed	3.590	384.576	0.000	0.422
PI 1	Equal variances assumed	5.992	385	0.000	0.693
	Equal variances not assumed	6.001	371.904	0.000	0.693
PI 2	Equal variances assumed	6.597	385	0.000	0.744
	Equal variances not assumed	6.610	362.814	0.000	0.744
PI 3	Equal variances assumed	6.812	385	0.000	0.764
	Equal variances not assumed	6.823	368.682	0.000	0.764

4.4   Regression Analysis

4.4.1 Correlation analysis

Correlation analysis is primarily a statistical method used to calculate the relationship between variables, and the coefficient is utilized to indicate the extent of this relationship. The prerequisite for conducting regression analysis is that there must be a

certain correlation among the variables. In this study, Pearson correlation analysis was employed to examine the association between variables. Specifically, "*" represents a significance level of 5%, while "**" denotes a significance level of 1%.

The results from Table 5 display the findings of the correlation analysis data. It can be observed that the test outcomes for correlation coefficients between the dependent variable (purchase intention) and independent variables are as follows: 0.372, 0.433 and 0.380 respectively; all with p-values of 0.000 and all index coefficients reaching a significant test level of 0.01 ($p<01$). Consequently, it can be concluded that there exists a substantial correlation between attitude, subjective norm, perceived behavioral control and consumers' purchase intention; which will subsequently undergo regression analysis in future steps.

Table 5. Analysis results.

	Attitude	Subjective norm	Perceived behavioral control	Purchase intention
Attitude	1			
Subjective norm	0.401**	1		
Perceived behavioral control	0.351**	0.386**	1	
Purchase intention	0.372**	0.433**	0.380**	1
**. Correlation is significant at the 0.01 level (2-tailed).				

4.4.2 Regression analysis

The dependent variable of purchase intention was subjected to multiple linear regression analysis, with attitude, subjective norm, and perceived behavioral control serving as independent variables. The results presented in Table 6 indicate that the R square value is 0.269, the adjusted R square value is 0.263, and the F value from ANOVA variance analysis is 47.028 with a significance level of 0.000 (<0.05). These findings suggest that there is a significant regression effect and the results are statistically significant. The VIF values for both independent variables included in the model are less than 2, while their tolerance values exceed 0.1, indicating no serious collinearity between these variables.

The t-values for attitude, subjective norm, and perceived behavioral control are respectively calculated as 3.841, 5.585, and 4.249 with a sig value of <0.05 ($p<0.05$), passing the significance test at a confidence level of 95%. This implies that attitude, subjective norm, and perceived behavioral control all positively influence purchase intention.

Additionally, based on the regression coefficients obtained from this study, the relative importance order regarding their influence on purchase intention can be summarized as follows: subjective norm > attitude >perceived behavioral control.

Table 6. Regression analysis.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
Purchase Intention	(Constant)	0.995	0.203		4.890	0.000
	Attitude	0.196	0.051	0.188	3.841	0.000
	Subjective norm	0.287	0.051	0.278	5.585	0.000
	Perceived behavioral control	0.218	0.051	0.207	4.249	0.000
R	0.519					
R Square	0.269					
Adjusted R Square	0.263					
F	47.028		sig		0.000	

5. DISCUSSIONS

This study's findings highlight significant differences in ATT, SN, PBC and PI towards BEVs between Shenzhen and Yangjiang consumers, affirming the TPB's applicability across different urban contexts. Specifically: ATT factors suggest that marketing strategies and cultural nuances influence consumer attitudes differently across cities. Tailored marketing communications are essential for diverse urban markets. SN factors indicate that social pressures and expectations vary significantly, with implications for how BEVs are marketed and promoted within different socio-cultural contexts. PBC factors underscore disparities in perceived control over purchasing decisions, pointing to the need for initiatives that boost consumer confidence and capability, especially in emerging markets. PI factors reveal that the decision to purchase BEVs is heavily influenced by perceived product value, brand trust, and marketing strategies, necessitating a strategic approach to brand positioning.

This study aligns with existing literature on TPB but advances the field by highlighting how urban context influences the model's constructs. Unlike previous research that focused predominantly on single urban contexts or did not account for regional disparities, this comparative analysis provides a deeper understanding of how subjective norms and perceived behavioral control can differ significantly between urban environments.

6. CONCLUSION

This research provides a comparative analysis of consumer purchase intentions for BEVs in Shenzhen and Yangjiang, reinforcing the TPB's relevance in diverse urban contexts. Key contributions include: Main Findings: Significant differences in ATT, SN, PBC, and PI towards BEVs were found between consumers in Shenzhen and Yangjiang. These differences highlight the influence of urban characteristics on consumer behaviors and attitudes towards BEVs. Theoretical and Practical Implications: The study not only supports the TPB in the context of BEVs purchase intentions but also suggests the need for tailored marketing and policy strategies to cater to distinct urban demographics and cultures.

Limitations and Future Research: The use of convenience sampling and the lack of depth in exploring the causes behind consumer behavior variances are noted limitations. Future research should expand on these aspects, possibly incorporating qualitative methods to gain richer insights into consumer motivations and barriers. In essence, understanding the nuances in consumer behavior towards BEVs across different urban settings is crucial for formulating effective strategies to promote sustainable transportation. This study's insights into the variance in purchase intentions offer valuable guidance for policymakers, marketers, and vehicle manufacturers aiming to accelerate BEVs adoption in China's diverse urban landscape.

7. RECOMMENDATIONS

This study underscores the significance of collaborative efforts among automakers, governments, and consumers in advancing BEVs. Automakers are urged to innovate and market BEVs' eco-friendly benefits, leveraging media to foster positive perceptions and ease of use. Governments should bolster BEV advancement via financial incentives, education, and enhancing charging infrastructure, including subsidies and investments in charging stations. For consumers, understanding BEVs' technology, performance, and environmental impact is crucial, alongside convenience considerations. The joint commitment of all stakeholders is essential for BEVs' sustainable growth, emphasizing technological advancements, strategic marketing, environmental consciousness, and consumer education. This multifaceted approach promises to elevate BEVs' adoption and industry evolution.

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The Impact of Sharing Da Tang All Day Mall Travel Experience on the Behavioral Intentions of Potential Users

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Abstract

This study takes the tourism experience sharing on TikTok platform as the background, take Da Tang All Day Mall as an example, and deeply discusses the impact of tourism experience sharing on the behavior intention of potential users. We collected and analyzed the positive influence of factors such as behavioral attitude, subjective norms, perception and behavioral control, interest and word of mouth communication by collecting and analyzing the data. The results show that these factors play an important role in the process of tourism experience sharing and have an important significance for increasing the participation of potential users and promoting the development of tourism. The research in this paper provides useful practical suggestions for tourism enterprises and social media platforms, and points out the shortcomings in the research and future research directions. Here, we express our gratitude to all participants participating in this study and look forward to future research to further deepen and expand the results of this study and provide theoretical support and practical guidance for the sustainable development of tourism.

Keywords: Travel experience sharing, potential users' behavioral intention, word of mouth marketing, Tiktok platform.

1. INTRODUCTION

TikTok has become one of the important ways for people to show, share and obtain useful valuable information in their daily life. More and more users begin to share their life experiences and travel experiences through short video platforms. TikTok As one of the most popular short video platforms in China, it has a huge user group and a rich content ecology. TikTok As an important social media platform, it can provide effective marketing channels for tourist destinations.

As a complex integrating culture, tourism and commerce, Da Tang All Day Mall（大唐不夜城） has a unique attraction and popularity.2019 TikTok's top 10 most viewed attractions are released, and Da Tang All Day Mall tops the list. It can be seen that this new landmark of "web celebrity" has become one of the most representative city symbols in Xi'an. By 2020, the "Da Tang All Day Mall" project, which has been in operation for 10 years, has become

a new landmark of Xi'an through "TikTok", shuttling through row upon row of imitation Tang buildings, as if passing back to the brilliant Tang Dynasty. As a unique tourist destination, Da Tang All Day Mall has attracted a large number of tourists to visit and experience. However, there is still a blank study on the influence of its travel sharing behavior on the TikTok platform on its potential users' behavior willingness. This study will take Da Tang All Day Mall as an example to reveal the specific influence mechanism of users sharing their travel experience through the TikTok platform.

Therefore, this study aims to answering these following research objective and question:

Research Objective

To investigate the impact of travel experience sharing on behavioral intention of potential users.

Research Question

How does the Travel experience sharing impact the potential users' behavioral intention?

2. LITERATURE REVIEW

This research mainly relies on four theories: Theory of Planned Behavior (TPB), ISMAS model, User Behavior Mechanism theory and travel experience sharing model. Secondly, explore the impact of travel experience sharing on travel experiences on potential users and behavioral willingness through TikTok platform, as well as the existing research results related to the topic of this study.

Four keys related literatures are detailed as following:

2.1 Travel Experience Sharing

Travel experience sharing or sharing travelling experiences relates to the individual intrinsic and extrinsic motivations to share travel experience shown a relationship between identification, internalization, and compliance to perceived enjoyment, and also, between perceived enjoyment, altruistic motivations, personal fulfilment, and self-actualization as well as security and privacy reasons to actual travel experience sharing (Oliveira, 2020; Shrinwantu, 2022). By sharing travel experiences can be through various social media. Sharing travel experiences is a common practice that can shape personal identity, influence emotions, and inform post-trip reflections. The rise of social media has further facilitated this sharing. While online sharing has been extensively studied, offline or face-to-face sharing remains less explored. Cultural and demographic factors, such as gender, age, and education, can significantly impact how individuals choose to share their experiences (Songshan, 2019; Lypchuk, 2024).

It can be said that sharing travel experiences involves individuals' personal and external motivations to share their journeys through a connection between identification, internalization, and compliance with perceived enjoyment, as well as a link between perceived enjoyment, altruistic motivations, personal fulfillment, self-actualization, and security and privacy concerns, to actual travel experience sharing. Additionally, travel experiences can be shared through various social media platforms. This practice can influence personal identity, emotions, and post-trip reflections. While online sharing is well-studied, offline or face-to-face sharing remains less explored. Cultural and demographic factors, like gender, age, and education, significantly impact how individuals choose to share their experiences

2.2 Potential Users' Behavioral Intention

Potential users' behavioral intention can be assessed based on several criteria, including tourist attractions, accessibility, infrastructure, facilities, and the degree of environmental degradation. A strong potential for tourist attractions and good accessibility exists, along with a medium level of environmental degradation. Infrastructure assets are rated highly, but there is a lack of supporting facilities. These facilities should include unique cultural, natural, and traditional resources that can draw in tourists. To develop this potential, it is essential to preserve local culture, improve infrastructure, promote tourism, and engage local communities. This approach will enhance income and welfare while ensuring the protection of ecosystems (Lypchuk, 2024; Shrinwantu, 2022).

In other word, to boost tourism and economic growth in a region, understanding the potential users' intentions is crucial. A region's tourism potential hinges on its ability to attract visitors through its natural beauty, cultural heritage, and recreational opportunities. Assessing the quality and diversity of tourism products can significantly enhance the overall visitor experience. Effective management of agro-tourism markets requires leveraging tourism potential to align with the needs and preferences of tourists.

2.3 Word of Mouth Marketing

Word-of-mouth marketing has emerged as a potent tool for promoting tourist destinations. While extensive research has explored the mechanisms of word-of-mouth, its impact on tourist destinations during crises remains understudied. The influence of word-of-mouth on the relationship between perceived destination image and visitor behavior. A structural equation model is employed to examine this relationship, with perceived image as the independent variable, word-of-mouth and psychological distance as mediating variables, and behavioral intention as the dependent variable (Xu, 2020). Word-of-mouth marketing relies on customers sharing their experiences and recommendations to influence potential customers. This strategy has been shown to be effective in various contexts. Word-of-mouth marketing also leverages the power of customer experiences and recommendations to sway potential customers' decisions. While word-of-mouth (WOM) is shown to enhance customer satisfaction its direct impact on loyalty is indirect. Instead, it fosters loyalty by increasing satisfaction. This highlights the crucial role of WOM in effective marketing strategies. Similarly, WOM significantly influences both customer satisfaction and repurchase intentions, underscoring its effectiveness in driving business growth (Topan et al, 2024; Firda et al, 2024; Ervina et al, 2024; Zheng-Sheng et al, 2024; Ashu and Kaushik, 2024).

It can be meant that word-of-mouth marketing (WOM) is the spread of information about a product or service through consumer-to-consumer communication. This communication is considered independent and not directly influenced by commercial marketing efforts. While it's difficult to fully control WOM, there are three main strategies to manage it. Firstly, building a strong foundation which involves fostering brand loyalty, trust, and customer satisfaction. Secondly, indirect WOM management which includes using traditional advertising and promotional techniques to indirectly influence WOM. Lastly, direct WOM management involves employing viral marketing and electronic communication to directly stimulate WOM. However, the effectiveness of WOM marketing heavily relies on the quality of incentives used to motivate consumers or agents to spread positive word-of-mouth. Poorly designed incentives can lead to negative consequences for the brand.

2.4 Tiktok Platform

TikTok's emergence has revolutionized digital marketing, transforming traditional advertising into engaging, interactive content. Its unique format enables innovative marketing strategies that appeal to a global audience. Beyond marketing, TikTok serves as a platform for bite-sized educational content, democratizing knowledge sharing and skill development across diverse audiences. Businesses are increasingly leveraging TikTok's short-form video format and trends to create compelling marketing campaigns that boost customer engagement and brand visibility. The platform's ability to influence behavior and consumer decisions underscores its strategic importance in modern business planning. This shift in digital marketing strategies showcases TikTok's potential to reshape traditional approaches (Elsa et al, 2024; Fadly et al, 2024; Gajalakshmi et al, 2024; Ghazy et al, 2024; Shifeng, 2022).

Overall, TikTok's transformation from a simple entertainment platform to a powerful marketing tool underscores the ever-evolving nature of the digital landscape. Businesses must adapt to these changes to stay competitive. While TikTok has undoubtedly fostered creativity and engagement, concerns about content quality and misinformation persist. Addressing these issues, such as through improved content moderation, is crucial. By effectively navigating the digital landscape, businesses can harness TikTok's potential while mitigating risks associated with market volatility and rapid technological advancements.

3. RESEARCH METHODOLOGY

Combined with the four theoretical models of planning behavior theory, ISMAS model, User Behavior Mechanism theory, and Behavior of travel experience sharing model, I identified the five factors as the dependent variables in my study, aiming to reveal the impact of travel experience sharing on the behavioral intention of potential users.

3.1 Population

In this study, the population refers to the overall population of the research subjects, that is, those who have browsed the travel experience video of Da Tang All Day Mall on the TikTok platform, but have not traveled to Da Tang All Day Mall.

In determining the sample group of this research study, the population of the sample of the #Da Tang All Day Mall video has been viewed more than 16.57 billion times.

In this study, convenience sampling was used to obtain a sample of users related to the travel experience sharing of Da Tang All Day Mall. Convenience sampling ensures the representativeness of the sample. Through sampling, I can obtain tourists of different gender, age, occupation and cultural background, thus ensuring the wide applicability of the research results. Secondly, convenience sampling helps to improve the efficiency of the study. Compared with other sampling methods, such as stratified sampling, cluster sampling, etc., convenience sampling can obtain a large number of samples in a relatively short time, thus reducing the research cost. Finally, convenience sampling can reduce the bias of sample selection. On the basis of convenience sampling, I can exclude the influence of subjective factors on sample selection and make the research results more objective and reliable.

3.2 Research Instrument

This study used convenience sampling, mainly using questionnaires combined with closed questions to collect data and opinions from the selected samples. Furthermore, drawing insights from comprehensive literature reviews, relevant concepts, theories, and previous research, the questionnaire has been meticulously developed to align with the research framework of this study and comprehensively address its research objectives.

The questionnaire designed from the following 8 parts.

Part 1 of the questionnaire aims to identify respondents who use TikTok to release videos of Da Tang All Day Mall and watch videos of Da Tang All Day Mall travel to share in TikTok, as specified by the nature of the study.

Part 2 comprises questions about the demographic characteristics, including gender, age, occupation, current career and monthly salary.

In addition to the above two parts, each part has 3 questions, namely: behavioral attitude, subjective norms, perceptual and behavioral control, interest, word of mouth and users' behavioral intention.

Participants were asked to evaluate their needs for various English language skills using a checklist and a five-point Likert scale, ranging from 1 (lowest need) to 5 (highest need).

In order to verify the research hypotheses, this study will use quantitative research methods to collect relevant data through a questionnaire survey. The questionnaire design will be based on the planning behavior theory, ISMAS model, User Behavior Mechanism theory, and Behavior of travel experience sharing model with questions on relevant variables. Data analysis will be conducted using statistical software, through reliability and validity analysis, descriptive statistics, and regression analysis (correlation analysis, linear regression analysis), to explore the influence of travel experience sharing and its influencing factors.

3.3 Data analysis

In this study, SPSS26.0 was used as an analysis tool to process and analyze the primary data obtained from the questionnaire survey, including descriptive statistical analysis, reliability analysis, validity analysis, correlation analysis, and linear regression. This formal questionnaire consists of 23 items, with a total of 450 questionnaires distributed and 467 collected, including 15 invalid questionnaires and 452 valid questionnaires. During the analysis process, statistical analysis was conducted on 452 valid questionnaires.

4. RESULTS AND DISCUSSION

4.1 Description of the statistical analysis

The researchers utilized a questionnaire as a data collection tool. The results of the data analysis are presented in the table below:

Table 1. Analysis of the demographic variables

Variable	Classification	Frequency	Percentage
Gender	male	198	43.81%
	female	254	56.19%
Age	18-27years old	46	10.18%
	28-37 years old	89	19.69%
	38-47 ears old	159	35.18%
	48-57 years old	122	26.99%
	58 years old and above	36	7.96%
Educational level	High school / vocational school and below	167	36.95%
	Junior college	76	16.81%
	Undergraduate course	179	39.60%
	Master or above	30	6.64%
Occupation	Enterprise / institution staff member	136	30.09%
	public functionary	25	5.53%
	Professional / cultural and educational and technical personnel	35	7.74%
	Service / Sales / Trade Personnel	57	12.61%
	worker	45	9.96%
	farmer	50	11.06%
	retired	18	3.98%
	student	46	10.18%
	Other	40	8.85%
Monthly income	Below 2,000 yuan	77	17.04%
	2,000-4,000 yuan	26	5.75%
	4,000-6,000 yuan	236	52.21%
	6,000-8,000 yuan	74	16.37%
	More than 8,000 yuan	39	8.63%

The demographic variables shown in Table 1 demonstrated that most of respondents are females (56.19%) and males (43.81%) with the age of 38-47 years old (35%), 48-58 years old (26.99%), 28-37 years old (19.69%), 18-27 years old (10.18%) and, 58 years old and above (7.96%). The educational level of respondents are mostly undergraduates (39.60%), high school or vocational and below (36.95%), junior college (16.81%) and, master and above (6.64%). Most of them are in business enterprise or staff (30.09%), services or sales trade personnel (12.61%), famers (11.06%), students (10.18%), workers (9.96%), other (8.85%), professional / cultural and

educational and technical personnel (7.74%), public functionary (5.53%), and retire (3.98%). The monthly incomes are average 4,000-6,000 yuan (52.21%), below 2,000 yuan (17.04%), 6,000-8,000 yuan (16.37%), above 8,000 yuan (8.63%) and 2,000-4,000 yuan (5.75%) respectively.

Table 2. Results of the descriptive statistical analysis

Questions	Mean	SD	Level
Overall, I am satisfied with Da Tang All Day Mall TikTok short video viewing experience.	3.29	1.130	Moderate
Da Tang All Day Mall TikTok short videos are very attractive to me.	3.27	1.144	Moderate
Da Tang All Day Mall TikTok short video is an effective tool.	3.29	1.169	Moderate
You are influenced by relatives and friends.	3.26	1.171	Moderate
You have a good social assessment of the travel experience sharing.	3.27	1.155	Moderate
You will feel social pressure and expectations while sharing your travel experience.	3.31	1.185	Moderate
It is easy to learn about the scenic spot through Da Tang All Day Mall TikTok short video.	3.30	1.147	Moderate
Da Tang All Day Mall TikTok short video can let me understand the relevant information to travel.	3.38	1.117	Moderate
Da Tang All Day Mall TikTok short video allows me to make travel decisions quickly.	3.36	1.193	Moderate
Watching Da Tang All Day Mall TikTok short videos is enjoyable.	3.33	1.193	Moderate
I can find some interesting information in Da Tang All Day Mall TikTok short video.	3.33	1.148	Moderate
I'm very interested in Da Tang All Day Mall's TikTok short videos.	3.33	1.151	Moderate
18.The comments on Da Tang All Day Mall of TikTok short video make me decision to travel.	3.29	1.232	Moderate
The comments on Da Tang All Day Mall of TikTok short video had a great impact on my decision to travel.	3.28	1.185	Moderate
The quality of the online comments will affect my decision to travel.	3.35	1.209	Moderate
After watching Da Tang All Day Mall TikTok short video, I really want to travel.	3.35	1.198	Moderate
After watching Da Tang All Day Mall TikTok short video, I really want to travel again.	3.39	1.174	Moderate
After watching the short video of TikTok, I will recommend relatives and friends to travel.	3.35	1.199	Moderate

In Table2 the descriptive statistical analysis of the answers given by the respondents involved in the study, mainly counting the mean and standard deviation of each item. By analyzing the average value of each item, it can be found that the average value of the respondents' answers to each item is greater than 3, indicating that the consent degree of the respondents to each item is relatively high.

Table 3. Summary of the correlation analysis results

Correlations		Behavioral attitude	Subjective norm	Perceived behavioral control	Interest	Word of mouth	Users' behavioral intention
Behavioral attitude	Pearson Correlation	1					
Subjective norm	Pearson Correlation	.426**	1				
Perceived behavioral control	Pearson Correlation	.352**	.393**	1			
Interest	Pearson Correlation	.335**	.361**	.405**	1		
Word of mouth	Pearson Correlation	.410**	.371**	.443**	.426**	1	
Users' behavioral intention	Pearson Correlation	.366**	.427**	.363**	.360**	.403**	1

**. Correlation is significant at the 0.01 level (2-tailed).

In Table 3 the descriptive statistical analysis showed the correlation is significant at the 0.01 level (2-tailed) as shown above.

Table 4. Summary of the results from the linear regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
Users' behavioral intention	(Constant)	.859	.192		4.465	.000		
	Behavioral attitude	.127	.049	.121	2.588	.010	.724	1.381
	Subjective norm	.230	.048	.226	4.803	.000	.718	1.394
	Perceived behavioral control	.111	.049	.107	2.255	.025	.701	1.427
	Interest	.124	.048	.122	2.602	.010	.728	1.375
	Word of mouth	.166	.047	.170	3.507	.000	.675	1.482
R				0.540				
R Square				0.292				
Adjusted R Square				0.284				
F		36.785			Sig	0.000		

In Table 4 This study verified the proposed hypothesis by using SPSS26.0. Through the inspection, it is concluded that:

The premise assumption is valid that behavioral attitudes, subjective norms, perceived behavioral control, interest, and word of mouth all have a significant impact on the user's behavioral intentions.

Table 5. Hypothesis test results and conclusions

Variables of interest	Research Hypothesis	Verification results	Conclusion
Behavioral attitude	H1	Accepted	Behavioral attitude, the attitude towards sharing travel experiences has a significant positive impact on the behavioral intention of potential users.
Subjective norms	H2	Accepted	Subjective norms positively influence potential users' behavioral intention through social pressure and expectations for travel experience sharing.
Perceptual and behavioral control	H3	Accepted	Perceptual and behavioral control, the perceptual and behavioral control of tourism experience sharing has a significant positive impact on the behavioral intention of potential users.
Interest	H4	Accepted	Interest, the interest in sharing travel experiences positively impacts the behavioral intention of potential users.
Word of mouth	H5	Accepted	word of mouth, the word of mouth of travel experience sharing has a significant positive impact on the behavioral intention of potential users.

Based on the Table 5, all hypothesis test results showed as acceptance in means of behavioral attitude, subjective norms, perceptual and behavioral control, interest, and word of mouth.

4.2 Implication findings

There are many possible avenues for implications based on firstly ***the behavioral attitude***, the attitude towards sharing travel experiences has a significant positive impact on the behavioral intention of potential users. Secondly, ***the subjective norms*** positively influence potential users' behavioral intention through social pressure and expectations for travel experience sharing. Third, ***the perceptual and behavioral control,*** the perceptual and behavioral control of tourism experience sharing has a significant positive impact on the behavioral intention of potential users. ***Interest,*** the interest in sharing travel experiences positively impacts the behavioral intention of potential users. Lastly, ***the word of mouth***, the word of mouth of travel experience sharing has a significant positive impact on the behavioral intention of potential users.

5. CONCLUSION

Sharing tourism experiences on TikTok influences potential users' intentions to visit a specific location, using Da Tang All Day Mall as a case study. By analyzing five key hypotheses, the study found that factors such as positive attitudes, social norms, perceived control, personal interest, and word-of-mouth communication significantly impact potential users' intentions to visit. These findings have important theoretical and practical implications for the tourism industry and social media platforms. Various factors play an important role in the process of tourism experience sharing and have an important significance for increasing the participation of potential users and promoting the development of tourism

Suggestions for further study

With the continuous development of social media and the tourism industry, tourism experience sharing will continue to play an important role in potential user behavior intentions. Future research can further deepen and expand the results of this study from the following aspects:

(1) Conduct in-depth research on the characteristics and patterns of tourism experience sharing on different social media platforms, and compare the differences in the impact of different platforms on potential user behavioral intentions.

(2) Explore the applicability and influencing factors of sharing tourism experiences in different cultural backgrounds, and provide targeted suggestions for multinational tourism enterprises and social media platforms.

(3) By combining advanced technologies such as machine learning and big data analysis, we can conduct deeper exploration and analysis of tourism experience sharing, and discover more potential influencing factors and patterns.

(4) Pay attention to the long-term impact of sharing tourism experiences on the tourism industry and society, such as the sustainable development, cultural inheritance, and innovation of the tourism industry.

This study explores the impact of tourism experience sharing on potential user behavioral intentions on the TikTok platform, and uses Da Tang All Day Mall as an example to systematically analyze five main hypotheses. Research has found that factors such as behavioral attitudes, subjective norms, perception and behavioral control, interests, and word-of-mouth communication in sharing tourism experiences have a significant positive impact on the behavioral intentions of potential users. This discovery has important theoretical and practical significance for the tourism industry and social media platforms.

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Artificial Intelligence in the Banking Sector in Indonesia and Its Challenges from a Legal Perspective

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Abstract

*This research aims to find out what challenges exist in implementing Artificial Intelligence in the banking sector and find answers to how the Law answers these challenges. **Methods**: This type of research is normative legal research. Secondary data is used as primary data. Data analysis uses qualitative data analysis techniques. The conclusion-drawing technique used is deductive. **Result:** The research results show that Artificial Intelligence is only one instrument in bank activities. Artificial Intelligence in various forms of implementation in banking institutions demands the Bank's responsibility to ensure that its use does not harm the public as customers.*

Keywords: Artificial Intelligence (AI), challenge, law, Normative Legal Research (NLR), secondary data

1. INTRODUCTION

In 1950, a British scientist, Alan Turing, published a journal entitled "Computing Machinery and Intelligence," which asked whether machines could use reasoning to solve problems and make decisions. It was one of the beginnings of the emergence of artificial Intelligence, which began to develop rapidly in the 1990s (Kompas, 2024). In the last 20 years, many large companies have used AI to support their companies. Amazon and eBay are examples of companies that have grown and developed because AI is also developing in travel companies. Historically, using AI began with discovering the payment method using PayPal. In 2004, banks could integrate payment methods using PayPal in their services to customers. Regulations from the government and intense competition between financial institutions and other institutions require financial institutions to allocate several costs to compete in economic activities. Losing customers is a situation that is difficult to recover from quickly. Opportunities for using AI in financial services institutions' businesses are increasing to support company profits. The point is that Artificial Intelligence has been used in all aspects of life, including the financial services sector, in recent years. Financial services institutions, such as banks, also use AI as an instrument for providing banking services to the public. The use of AI is transforming banking services. Banking services will be faster, wiser, and more effective. Banks utilize AI to expand the quality and quantity of their operations, provide a more personalized customer experience, and detect potential fraud that will harm the Bank and its customers. AI can also carry out process automation by optimizing and streamlining various tasks, compliance checks, and

workflows in banking, such as document processing, data entry, and reporting. AI can use optical character recognition, natural language understanding, and computer vision to scan, extract, and validate information from documents, such as ID cards, invoices, and contracts. AI can use robotic processes and cognitive automation to perform repetitive and rule-based tasks, such as data entry, compliance checks, natural language generation, and reporting. The problem is that using AI results in negative impacts such as data security and accuracy and a need for more ability to explain things. This problem can damage the Bank's reputation, which affects public trust in banking institutions. This research aims to find out what challenges exist in the implementation of Artificial Intelligence in the banking sector and find answers to how the Law can answer these challenges. There is previous research in Law that examines legal developments in AI in Indonesia, namely conducted by Reza Farishy (2023), Firza, A. D. C., Samudera, et al. (2023), Camila Amalia et al. (2022), Sinta Dewi Rosadi, et al. (2022). Artificial intelligence research in banking in other countries has also been written by, among others, Fares OH (2022), Choithani (2022), and Hasan MM (2022). The difference between this research and the previous research results is that this research needs to focus on the challenges Indonesian regulations face in developing artificial Intelligence in banking in Indonesia**.** This research is an internal group research schema. **This research** is urgent to find out what challenges exist in implementing artificial intelligence in the banking sector and find answers.

2. LITERATURE REVIEW

The literature review in the paper "Artificial Intelligence in the Banking Sector in Indonesia and Its Challenges from a Legal Perspective" highlights challenges in legal regulation, particularly regarding criminal liability and copyright, which could be relevant to AI applications in various sectors, including banking. Artificial Intelligence in the banking sector in Indonesia or its legal challenges. It focuses on AI's implementation in legal services across Indonesia, particularly in judiciary systems. It accomplishes as following details.

2.1 Providing Context: The review summarizes existing research on AI in the banking sector, highlighting the specific gap in knowledge related to the legal implications of AI in Indonesia's banking industry. This context underscores the need for the current study.

2.2 Highlighting AI's Potential: It discusses the various applications of AI in the banking sector, emphasizing its potential to improve efficiency, accuracy, and customer experience. This highlights the importance of understanding the legal framework for AI in the banking sector.

2.3 Identifying Legal Challenges: The review identifies specific legal challenges, such as data privacy, cybersecurity, and liability issues, that arise from the implementation of AI in banking. This understanding of the legal challenges is crucial for addressing them.

2.4 Analyzing International Legal Frameworks: The review analyzes international legal frameworks and best practices related to AI in finance. This comparative analysis helps to identify potential solutions and best practices for Indonesia.

2.5 Informing Methodology: The review guides the research methodology by providing insights into previous research approaches. It helps in designing the research framework and selecting appropriate data collection methods, such as legal analysis and interviews with industry experts.

In essence, the literature review serves as a comprehensive overview of existing knowledge and identifies gaps that the current study aims to address. It is essential for establishing the research's relevance, contextualizing AI's role in the banking sector, identifying legal challenges, and supporting the chosen methodology.

3. RESEARCH METHODS

This type of research is normative legal research. Data consists of primary data and secondary data. Primary data is data sourced from parties directly related to the legal issues being determined. Secondary data consists of primary legal materials and secondary legal materials. Primary legal materials are legal materials that originate from statutory regulations. The hierarchy of statutory regulations is the basis for determining the legal source of a legal event. Secondary legal materials consist of legal sources, such as books, expert opinions, data from sources, international and national journals, Indonesian dictionaries, banking dictionaries, and English dictionaries. These materials are used as a basis for thinking in the form of legal principles, theories, concepts, and doctrines, which can help analyse and get answers to legal problems. Normative Legal Research focuses on Secondary data used as primary data. Data analysis uses qualitative data analysis techniques. The conclusion-drawing technique used is deductive.

4 RESEARCH RESULT AND DISCUSSION

4.1 State Interference in Banking Activities

Weber's view of perception (Weber, 1978) is that human behaviour is based on the experience, perception, understanding, and interpretation of stimuli, objects, or situations. The behaviour of these people is rational social behaviour, that is, achieving a goal or goals using the most appropriate means. This concept was later developed by Talcott Parsons, who said that jobs are not jobs. Behaviour is a mechanical reaction or response to a stimulus, while action is an active and creative mental process. Parsons' behavioural theory stipulates that what matters is not individual behaviour but the social norms and values that guide and control behaviour. Commitment to values and moral values will develop certain forms of social action. Parsons believed that the behaviour of an individual or group is influenced by three systems: the social system, the cultural system, and the individual's personality system. We can relate individually to social systems through their power and function. In every social system, individuals occupy a specific position or power and act according to the norms and rules created by the system. A person's personality determines a person's behaviour. Social structures are the product of people (actors) and are objective and unique from each actor's perspective.

One of the systems that govern human behaviour is the legal system. These laws are designed to provide legal certainty and benefits. The goal of Law is to achieve the greatest

happiness in society. Jeremy Bentham, a thinker of utilitarianism, believed that even if something is good, he does not measure the results of his actions. Jeremy Bentham. (Lorenzo Cello, 2020). According to Bentham, utility is a principle that approves or disapproves of actions that increase or decrease the happiness of the group involved in the action. Accepting or rejecting an action is determined by whether the results of that action are favourable or not (Niesen, P., 2019). This Law is intended to benefit most people.

From a macro aspect, the State carrying out its economic activities to achieve the goals of social welfare requires the Law to regulate the behaviour of economic actors in carrying out economic actions. As Eric said, the need for Law in economic activities is urgent, especially in situations of imbalance, stagnant situations, and unstable political conditions (Nina Boeger, 2018, A. Eric. A. Posner and E Glen, 2018). Their opinion shows that the State intervenes in regulations that will regulate certain economic positions so that they can provide benefits to the community at large. Furthermore, Eric A. Posner (2014) also stated that at the level of human rights, if there is a situation where regulations cannot be enforced, their implementation will fail to resolve human rights violations. Intellectual Property Rights are one of the fields that drive the economy at this time, as stated by Heather A. Haveman (2018); economists, sociologists, and legal scholars agree that intellectual property law is significant to markets because legal control over copying motivates creative productions. In essence, life activities, especially economic activities, require legal intervention, which can guide economic actors to ensure that economic activities are always aimed at the interests of many people. According to Jeremy Bentham, the purpose of the Law is for the benefit of the majority.

4.2 Regulations in AI in Indonesian Banking

AI offers banking cost efficiency and prioritizes the risk management process. The use of AI in banking in Indonesia is implemented in the Front Office, Middle Office, and Back Office (Indra Utoyo, 2021). AI in the front office includes chatbots and service features, which can provide a more personalized experience or personal insight. For example, implementing AI in the middle office is an anti-fraud and risk system. The existence of credit underwriting, credit scoring, and intelligent contracts in credit relationships between banks and customers demonstrates the implementation of AI in the Back Office. To date, Indonesia does not have specific regulations related to AI. In 2020, the Indonesian government released the National Strategy for Artificial Intelligence in Indonesia (Stranas KA), which contains AI ethics and policies, AI talent development, and the data ecosystem and AI development infrastructure. However, the AI National Strategy is not a binding legal document but a national policy direction. There are several regulations relating to the use of AI technology in Indonesia, for example, Minister of Communication and Information Regulation Number 3 of 2021, which regulates licensing aspects for business actors who use AI. The ITE Law and its derivative regulations regulate AI using the terminology of electronic agents. There is a Personal Data Protection Law that regulates the use of AI in the processing of personal data.

The Ministry of Communication and Information (Kemenkominfo) has also issued ethical guidelines for using AI for business actors, as stated in the Minister of Communication and Information Circular Letter Number 9 of 2023 concerning the Ethics of Artificial Intelligence. In the banking sector, efforts have also been made by the

Financial Services Authority (OJK) to regulate the use of AI. OJK appointed the Indonesian Financial Technology Association (AFTECH) together with other industry associations, namely AFSI, AFPI, and ALUDI, to prepare and establish a Responsible and Trustworthy Code of Ethics for Artificial Intelligence (AI) in the Financial Technology Industry, which was launched in early December 2023. In the banking sector, OJK has Financial Services Authority Regulation No. 12/POJK/2021 concerning Commercial Banks and Financial Services Authority Regulation Number 21 of 2023 concerning Digital Services by Commercial Banks. OJK also issued implementation provisions from POJK Number 11/POJK.03/2022 concerning the Implementation of Information Technology by Commercial Banks (POJK PTI), namely SEOJK Number 24/SEOJK.03/2023 concerning the Assessment of Digital Maturity Levels for Commercial Banks (SEOJK Digital Maturity Assessment for Bank/SEOJK DMAB). SEOJK DMAB is a guide for determining, assessing, and evaluating the level of bank digitalization.

4.3 Artificial Intelligence in Banking from a Legal Perspective and Its Challenges

The presence of AI in banking is inevitable; in the era of competition with the emergence of various types of financial institutions and the tight competition between banking institutions, the presence of AI in banking poses challenges from a legal and ethical perspective.

The Law is a guideline for behaviour in society. The purpose of the Law is to ensure legal certainty and benefit society. In Indonesia, there are currently no specific regulations regarding Artificial Intelligence. There is a policy by the Indonesian government issued in 2020, namely the Indonesian National Artificial Intelligence Strategy 2024-2025. The document contains ethics, AI policies, AI talent development, data ecosystems, and AI development infrastructure. In Indonesia's hierarchical system of laws and regulations, there is no basis for the National Strategy as a form of binding regulation. Therefore, the National AI Strategy is not a binding legal document but a national policy direction only.

Although there are no specific regulations governing AI, in general, there are regulations that can be used as a basis for guidelines for the existence of AI in Indonesia, namely the ITE Law and its implementing regulations that regulate AI with the terminology of electronic agents. Law Number 27 of 2022 concerning Personal Data Protection regulates the use of AI in processing personal data. Several regulations on the use of technology are regulated in several regulations, including the Regulation of the Minister of Communication and Information Technology Number 3 of 2021, which regulates the licensing aspects for business actors who utilize AI. In addition, the Ministry of Communication and Information Technology (Kemenkominfo) has also issued ethical guidelines for using AI for business actors, as stated in the Circular Letter of the Minister of Communication and Information Technology Number 9 of 2023 concerning the Ethics of Artificial Intelligence. There have also been efforts to regulate the use of AI in financial institutions by the Financial Services Authority (OJK). OJK appointed the Indonesian Financial Technology Association (AFTECH) together with other industry associations, namely AFSI, AFPI, and ALUDI, to compile and establish the Code of Ethics Guidelines for Responsible and Trusted Artificial Intelligence (AI) in the Financial Technology Industry, which was launched in early December 2023. Specifically, there are regulations

related to the use of AI in the banking sector, namely in the Financial Services Authority Regulation Number 21 of 2023 concerning Digital Services by Commercial Banks.

The challenges of AI in the regulatory field are related to issues of transparency and accountability and the absence of regulations specifically governing Artificial Intelligence. Creating regulations for the use of AI takes work. Several challenges accompany it. One of them is the issue of transparency and accountability, which is rooted in AI's 'black box' feature. The AI black box refers to AI's internal workings, which its users do not easily predict. This causes the use of AI less transparent and vulnerable to potential losses experienced by customers. The issue that arises from a legal perspective is whether AI is a legal subject. Understanding whether AI is a legal subject becomes important if banking uses AI and harms customers.

Should the Bank be held responsible? A legal subject is anything that can obtain rights and obligations from the Law (Sudikno Mertokusumo, 2010). According to Indonesian laws, artificial Intelligence can be a legal subject. Several opinions exist on whether Artificial Intelligence (AI) can be categorized as a legal subject. One opinion says it is challenging to include artificial Intelligence (AI) in legal subjects. It is because the legal subjects known to the public are individuals and legal entities. AI cannot be personified as humans who have legal capacity. However, another opinion says that AI can be a legal subject. From the pros and cons of whether AI can be a legal subject, AI in Indonesian Law cannot be categorized as a legal subject. A legal subject is a party that can hold rights and obligations, while AI is software, an inanimate object that carries out the commands of the software maker. If there is a situation where the data presented is used by the user casually and causes losses to the user, it will be impossible to charge the AI for losses. The use of AI in various forms has the function of making banking services more efficient and effective.

Nevertheless, in practice, if AI makes a mistake that directly harms the customer, then the party that can become a Legal Subject is the party that ordered the work to be done. From the repressive aspect of legal protection for bank customers if there is a dispute related to the use of technology, especially AI in the banking sector, then the dispute resolution efforts provided starting from the Customer Complaints Unit at the Banking Institution, the Alternative Dispute Resolution Institution for the Financial Services Sector or through Litigation cannot guarantee that they can achieve legal objectives that can provide benefits for most people. The weak bargaining position of Customers is still an obstacle for most customers in Indonesia.

5. CONCLUSION.

In providing suggestions on what efforts can be made from a legal perspective to face the challenges of AI's existence in banking, Law and society cannot be separated. If we study Law, then Law is not only Law written in one form of legislation. Law is not only for legal certainty. The Law must provide benefits to most people, as Jeremy Bentham said. The theory of the legal system written by L. Friedman is used as one of the fundamental theories of efforts that can be made to overcome the challenges of AI in Banking. According to Friedman, three elements in the legal system will support the working of the Law. First legal culture) which refers to the behavior of society. The second element is Legal Substance and Legal Structure.

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Do Demographic Factors Influence the Time Spent on Social Media?
A Study Among the University Students of Arunachal Pradesh, India.

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Abstract

Social media usage has experienced significant growth over the years, offering numerous advantages. As its utility expands, social media has seen rapid adoption among students, this has led to numerous studies contributing valuable insights into its frequency and types. Hence, to add to the already existing knowledge, the current study examined social media usage within situational contexts, specifically exploring the times at which individuals engage with social media. Thus, aim to investigate whether there are disparities in social media usage across different demographic groups (age, gender and family type) of students. The present research work adopted exploratory research design to achieve the objective of the study. A convenient sampling technique was used to gather data from 547 participants enrolled in an institute of Arunachal Pradesh. Data was collected through a structured questionnaire. The Mann-Whitney U tests and Kruskal Wallis H test were used to compare groups. The study found no significant difference in social media usage across age groups within various situational contexts. However, it did uncover a notable gender difference, with male students displaying a greater inclination to use social media in public spaces compared to their female peers. The analysis further showed a significant difference in social media usage during academic-related periods among the four family types.

Keywords: social media, social networking sites, gender, family type.

1. Introduction

90% of young people in this generation are born to a technologically advancing world with sufficient social media usage knowledge (Duggan & Smith, 2013). College students, in particular are tethered to their mobile devices by social networking apps (Kuss &Griffihs,2011). It is unsurprising that a significant demographic of these platforms comprises college students, aged 18 and 25 (Stankovska et al, 2016). Indeed, age has been shown to be a strong determinant of the frequency and quality of an individual's social

media usage and it's not surprising that younger people are more comfortable with online communication than adults (Thayer & Ray,2006). Studies revealed that among the various age groups of students, university students are among the most using social networking (Azizi et al,2019). Many studies around the world also reported significant finding about gender variations in social media usage among university students (Rafi et al,2019). However, in a study by Huang et al (2013), it has been argued that with the increasing use of computing devices and social networking environments, the gender differences in the usage of the internet among younger users is decreasing stating this may be used as an indication of improvement in the maturity of the adoption of social media over previous published studies conducted during the last decade. Similarly, disparities between genders in social media usage have been found to be relatively minor since 2014 (Perrin, 2015). Most studies treat Social Networking Sites (SNS) users as homogeneous entity, ignoring potential differences however demographic variables such as gender can play a part in social media use, adoption and impact (Teo & Lim, 2000; Adam et al,2004). For example, Women perceive more privacy risks and are more concerned about privacy in online environments than men when using SNSs (Hoy & Milne,2013). Additionally female are mainly driven by the relational uses of social media, such as maintaining close ties and getting access to social information on close and distant networks however men base their continuance intentions on their ability to gain information of a general nature (Krasnova et al, 2017). When it comes to frequency, girls on average spend more time on social networking sites and use them more actively than boys (Burke et al, 2010; Misra et al,2015). In terms of the choices of SNS applications, female preferred the use of Facebook and Twitter while males use music-sharing sites more (Kraut et al, 2002). Besides age and gender, the other variable that the study looks into is the family type. Few past research has delved into the relationship between family dynamics and social media, examining how social media use can either strengthen family connections or disrupts meaningful interactions within the family (Tariq et al, 2021). One study sought to understand whether the evolving modes of interaction on social media have a positive or negative impact on family functioning and the findings underscored the significance of parent's perception regarding social media and their ability to manage their own and their children's social media usage without detrimentally affecting family relationships (Procentese et al, 2019). Therefore, the present study attempts to explore if family type may also have an association with social media use among university students.

2. Research objective

The objective of the study is to investigate if there are any difference in the use of social media across different demographic variables (age, gender and family type). This paper examines social media usage across various situational contexts which can complement the existing body of knowledge in social media studies. Understanding social media usage within situational contexts is crucial for gaining insights into the intricacies of human behavior and uncover patterns and motivations in the digital age. In line with the objective, the following hypotheses are formulated:

H1: There is no significant difference in social media use across the age groups of the students.

H2: There is no significant difference among male and female students in their use of social media.

H3: There is no significant difference in social media use among students' family type.

3. Research Methodology

The present research work adopted exploratory research design to achieve the objective of the study. Through convenient sampling technique, data were collected by administering questionnaire through google form in an institute of Arunachal Pradesh. The sample size was determined as per Isreal (2003) from the population 22,979[1]. The questionnaire consisted of two parts- demographic profile which included background information on the age, gender and family type of the respondent. Second part consisted Social Networking Time Use Scale (SONTUS) developed by Olufadi (2016) which was used to measure social media use. The scale comprehensively conceptualizes the time spent on social networking sites. This includes considering the motivations behind usage, as well as the specific contexts and situations in which individuals engage with these platforms. This multifaceted concept encompassing the five dimensions namely- Relaxation and Free Periods (RFP), Academic-Related Periods (ARP), Public-Place-Related Use (PPRU), Stress-Related Periods (SRP), and Motives for Use (MFU). The Cronbach's alpha coefficient for SONTUS was 0.85 which is considered to be reliable. Data entry and analysis were performed using Excel and SPSS version 27. The Mann-Whitney U tests and Kruskal Wallis H test were used to compare groups

4. Research Results

4.1: Demographic Profile

As shown in Table 1. 21% of the respondents belonged to the age group of 15-20 years old and 79% belonged to the age group of 21 to 25. Female respondents constituted of 36% while 64% were male. Table 1 also shows that majority of the respondents belong to single parent family which is 54.2%, 13.1% to nuclear family, 7.3% belongs to extended family and 25.4% belongs to joint family category.

Table 1. Demographic profile

		Frequency (N=547)	**Percentage**
Age (in years)	15-20	117	21
	21-25	430	79
Gender	Female	198	36
	Male	349	64
Family Type	Nuclear Family	72	13.1
	Single parent	300	54.2
	Extended family	40	7.3
	Joint family	135	25.4

Age and Social media use

4.2: Age, gender, family type and social media use

To evaluate the difference between age groups, Mann-Whitney-U test was utilized. The result indicated that there was no significant difference between the age groups and the time spent on social media during different periods. The test revealed insignificant differences in the age group 15-20 (Median=2, n=117) and 21-25 (median=2, n=430), U=25263.50, Z=0.074, p=0.941 in the time spend on social media during RFP. For ARP, age 15-20 (Median=2) and 21-25 (median=2), U=26755.50, Z=1.107, p=0.268 which shows insignificant differences. Similarly, in terms of PPRU, age 15-20 (Median=1) and 21-35(median=1), U=25021.50, Z=-0.127, p=0.899, SRP age 15-20 (Median=2) and 21-25 (median=2), U= 25158.00, Z= 0.002, p= 0.998 and MFU, age 15-20 (Median=1) and 21-35(median=1), U=25019.50, Z=-0.100, p=0.920 all shows insignificant differences. (See table 2). Hence H1 was supported.

Table 2: Summary of differences between the age groups of students (Mann-Whitney U test)

Time spends on social media	Age Groups Median				U	Z	P-value
	15-20 (N=117)		21-25 (N=430)				
	Mean rank	Mdn	Mean rank	Mdn			
RFP	273.07	2	274.25	2	25263.50	0.074	0.941
ARP	260.32	2	277.72	2	26755.50	1.107	0.268
PPRU	275.14	1	273.69	1	25021.50	-0.127	0.899
SRP	273.97	2	274.01	2	25158.00	0.002	0.998
MFU	275.16	1	273.68	1	25019.50	-0.100	0.920

Note: *p<.05, **P<.001

Gender and Social media

The test revealed insignificant differences between male (Median=2) and female (median=2) for social media use during RFP, U= 36500.5, Z= 1.14, p= 0.254 and ARP, U= 34222.5, Z=-0.194, P= 0.846. The result however shows a significant difference between male (Media=1) and female(median=1) for PPRU, U=38738.5, Z=3.407, p<0.01. For SRP, male (median=2) and female(median=2) showed no significant difference, U=32541.5, Z=-1.193, P=0.233. Similarly, there was no significance differences for MFU, U= 33129.5, Z=-0.371, P=0.371 between male(median=1) and female(median=1) (See table 3). Hence the H2 was not fully supported.

Table 3: Summary of differences between male and female students. (Mann-Whitney *U* test)

Time spends on social media	Gender				U	Z	P-value
	Female (N= 198)		Male (N=349)				
	Mean rank	Mdn	Mean rank	Mdn			
RFP	264.15	2	279.59	2	36500.5	1.14	0.254
ARP	275.66	2	273.06	2	34222.5	-0.194	0.846
PPRU	252.85	1	286	1	38738.5	3.407	**
SRP	284.15	2	268.24	2	32541.5	-1.193	0.233
MFU	281.18	1	269.93	1	33129.5	-0.894	0.371

Note: **P<.001

Family Type and Social media

To evaluate the differences across the four family types for social media use, Kruskal-Wallis *H* test was used. The test revealed a statistically significant difference in social media use during ARP across the four family types, *H* (3) = 9.467, p<.05. There were no significant differences found among the other social media situational context across groups: RFP (*H* (3) =2.25, *P*==0.52), PPRU (*H* (1) =0.07, *P*= 0.07), SRP (*H* (2) =11.87, *P*=0.10) and MFU (*H* (1) = 1.093, *P*=0.77). (See table 4). Therefore, the H3 was not supported fully.

Table 4: Summary of differences between family type. (Kruskal-Wallis H Test)

Time spends on social media	Family type								H	χ2	P-value
	Nuclear family (N= 72, *df*=3)		Single parent (N=300, *df*=3)		Extended family (N=40, *df*=3)		Joint family (N=135, *df*=3)				
	Mean rank	Mdn	Mean rank	Mdn	Mean rank	Mdn	Mean rank	Mdn			
RFP	296.42	3	272.5	2	279.39	2	263.78	2	2.252	1.716	0.52
ARP	312.09	2	265.33	2	314.41	2	260.97	2	9.467	11.069	*
PPRU	299.34	1	267.38	1	253	1	281.41	1	7.061	6.982	0.07
SRP	312.13	2	271.49	2	277.35	2	258.25	2	6.256	11.87	0.1
MFU	279.24	1	276.63	1	253.4	1	271.48	1	1.093	0.84	0.77

Note: *p<.05, **P<.001

5. Discussion

The present study found no discernible variance in social media usage across different age groups. This contradicts the findings of numerous prior studies investigating the relationship between age and social media (Thayer & Ray,2006; Azizi et al, 2019). Research indicates that the discrepancy in social media usage across age groups has considerably diminished over the past decade. Example, while young adults were initially at the forefront of social media adoption and remain active users, usage among older adults has surged as well (Pew research, 2021). This study also revealed that male students exhibited significantly higher usage of social media in public places. This contrast with a study that found no gender-based differences in social media usage in public contexts (Bernard,2020). However, aligns with previous research indicating that SNS behavior varies by gender (Ryan et al, 2014), with another suggesting that female contributes more to social media use on average compared to male (Burke et al, 2010; Misra et al,2015). However, no significant differences were observed in the usage of social media in other social media use situational context of the study, which could be attributed to the notion proposed by Huang et al (2013) that the gender disparities in internet usage among younger users are diminishing due to increased use of computing devices and social networking platforms. This trend may indicate an advancement in the maturity of social media adoption compared to studies conducted in the past decade, as evidenced by the Pew report (Perrin, 2015). The other finding pertains to variations in social media usage for academic purposes across different family types. This warrants further exploration in future studies.

6. Conclusion

The purpose of this study was to investigate if there are any differences in the use of social media across different demographic variables. The findings indicate that males tend to utilize social media more frequently in public settings compared to females, furthermore, there were variations across family type academic related social media use. However, no disparities in social media use were observed based on age of students.

7. Recommendations and Limitations

The present study has several limitations that should be addressed with future research. Firstly, the study focused solely on one institute in Arunachal Pradesh. Thus, there exist a significant opportunity for further investigation utilizing sample sizes drawn from diverse colleges and universities for its generalizability. Secondly, the assessment of the participants relied only on questionnaire. Consequently, future studies could benefit from incorporating alternative methodologies such as interviews to complement the findings. Thirdly, the majority of the participants were concentrated within a specific age bracket, potentially limiting the generalizability of the results across all age groups.

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