

Research Report on Factors Influencing Bilibili Video Viewing Intention

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Abstract. In the context of increasingly fierce competition on video platforms, exploring the influencing factors of audience viewing willingness is crucial for creators to attract traffic. This study takes Bilibili as the research object, constructs a SOR model, introduces independent variables such as video theme, content attractiveness, and likes, and uses perceived usefulness, informational social influence, and presence as intermediate variables to explore their impact mechanism on viewing intention. Mainly collect data through questionnaire surveys and conduct simple analysis. Research has found that theme attractiveness, content interest, and other factors have a significant positive impact on perceived usefulness, while views and likes have a significant impact on the informational society. Sound and image quality, appearance, and other factors have a significant impact on the sense of presence, and all three intermediate variables significantly affect viewing intention. This study provides practical suggestions for video creators to enhance their viewing willingness and analyzes the uniqueness of the Bilibili platform in the video industry.

Keywords: Bilibili, SOR model, Viewing intention

1. Introduction

Video has the characteristics of fragmentation and strong interaction, which makes it permeate public life. In recent years, China's short video industry has experienced a transition from high-speed to high-quality development. In 2024, its development will usher in a critical period. Whether it is creating high-quality content or platform technology integration, it is exploring new development paths [1]. Bilibili, as a mainstream video sharing platform, has more than 100 million active users per day (up to the first half of 2025), and traffic competition is fierce. How to attract the audience to click and play has become a key issue for creators. Based on the SOR model, starting from the "stimulus organism response" framework, combined with the use satisfaction theory and perceived usefulness, this study explores the influencing factors of Bilibili users' viewing intention, and provides guidance suggestions for creators.

2. Theoretical framework and research model

Individuals' internal psychology (o) is affected by external stimuli (s), and then produce behavioral responses (R). In this study, the SOR model was constructed with stimuli as video features (such as theme, playback volume, etc.), the organism as perceived usefulness, informational social impact and presence, and the reaction as viewing intention. At the same time, users choose information systems based on their psychological needs, and video content factors (theme, content, etc.) affect the satisfaction of users' needs. The perceived usefulness and immersive experience will also affect the willingness to act. SOR theory is a more convincing, reliable and valid theory based on Sr (stimulus behavior) model. This theory is used to explain the role of external stimuli (s) and internal cognition (o) before consumers make a purchase decision. In this paper, the behavior of consumer purchase (R) can be transformed into the action of audience watching video, and the SOR model can still be used to explain the factors. The external characteristics of video can achieve various effects by influencing the viewer's psychological motivation. In other words, the viewer's psychological activity is the intermediate variable of the whole thing. The characteristics of the video itself will be fed back to the viewer's psychology, and then he will make the decision to see or not to see from this psychological activity. This paper takes perceived value and presence as intermediate variables to discuss.

In the theory of perceived value, users need to weigh whether pay and gain are equivalent or whether there are advantages and disadvantages. Under the condition of free video, the price that users pay is time. What benefits can users get from spending time on video and whether users need such benefits need to be quantified. The impact of video production techniques on users' perceived value is positive. In the increasingly competitive video market, it will be difficult to survive and develop without skilled and professional video production technology to make unique videos [2]. The quality value of the product will significantly affect the buyer's consumption intention. All these show that the theory of perceived value plays an important role in the new relationship between supply and demand [3].

The telepresence theory emphasizes people's feelings in the semi unreal and non Instant Internet ecological environment. This feeling makes people feel as if they are on the spot. They are not independent people in an independent room, but really participating in the discussion and witness of something on the Internet. The research on video barrage shows that increasing the sense of presence can increase user stickiness and encourage users to make more comments on the platform, thus creating a virtuous circle [4]. Increasing the communication and interaction between video up hosts and users, users and users is conducive to attracting more traffic and promoting the spread of video [5]. An important indicator of the sense of presence is the user's word of mouth, which makes it easier for viewers to see real feedback in the video's comment area and bullet screen, thus becoming interested in the video [6].

This paper uses the theory of perceived value and the theory of telepresence to assist the SOR model to explain the relationship between video and audience.

3. Method

3.1. Data collection

Data were obtained through questionnaire survey and network. The questionnaire was distributed and 500 valid samples were obtained after eliminating invalid questionnaires, covering Bilibili users

with different gender, age, education level and Internet age. At the same time, crawl video related data, including the number of tags, playback volume, likes, etc.

3.2. Variable measurement

Variables to be measured include theme, content attractiveness, sound quality, appearance, clarity, perceived usefulness, informational social impact, presence, and viewing willingness. Data are obtained and analyzed through multiple items.

4. Results

4.1. Sample selection and data sources

In this study, the following data were obtained by means of questionnaire form and network crawling and matching with video (questionnaire filling link). Perception of video: subject attraction (Thea), content attraction (Cona), sound quality (Tonq), appearance level (Facs), video sharpness (Shap), perceived usefulness (Use), Informative Social Impact (Isi), presence (Pres), intention to watch (Int). (The above data is obtained from multiple similar questions and reliability needs to be calculated.)

Video information: number OF Tags, Duration, Upvote, Donate, OF, Followers.

4.2. Measurement model

By measuring the reliability and validity of the model through the questionnaire data collected from wechat platform, this paper analyzes the role of various variables in the research model.

In this paper, Confirmatory factor analysis (CFA) is used to test the measurement model of the questionnaire data. According to the research of Fornell and Larcker, In this paper, Cronbach's Alpha, Composite Reliability, Average Variance Extracted, AVE and Item Loading were used to test the Convergent Validity of questionnaire data. The results of the collected data show that the Krumbach α coefficient of all variables in the theoretical model exceeds 0.70, the combined reliability exceeds 0.80, and the mean variance extracted exceeds 0.60. In addition, the factor load of all the variables in the theoretical model, except Use3, exceeds 0.70. Among them, the factor load of Use is 0.693, which is close to 0.70 and within the acceptable range. Therefore, the author believes that the questionnaire data collected in this paper has a good convergence validity, with a certain degree of reliability and validity.

Table 1. Aggregate validity of variables

	Measure the number of items	Measure item	Mean	Standard deviation
Topic attraction (Thea)	3	Thea1	4.58	2.036
		Thea2	4.67	2.013
		Thea3	4.64	2.074
Content appeal (Cona)	3	Cona1	4.32	2.103
		Cona2	4.67	1.977
		Cona3	4.58	2.03
Sound quality (Tonq)	3	Tonq1	4.42	2.011
		Tona2	4.54	2.028
		Tona3	4.57	1979
Appearance level (Facs)	4	Facs1	4.53	1.977
		Facs2	4.43	2.028
		Facs3	4.62	1.979
Video sharpness (Shap)	4	Shap1	4.67	2.04
		Shap2	4.58	2.047
		Shap3	4.61	1.996
		Shap4	4.49	2.031
Informative Social Impact (Isi)	3	Isi1	4.46	1.932
		Isi2	4.52	2.102
		Isi3	4.71	1.998
Perceived usefulness (Use)	3	Use1	4.31	2.121
		Use2	4.53	1.973
		Use3	4.7	1.98
The sense of Presence (Pres)	3	Pres1	4.51	1.893
		Pres2	4.61	1.921
		Pres3	4.46	1.872
Willingness to watch (Int)	4	Int1	4.47	1.978
		Int2	4.65	2.026
		Int3	4.62	2.016
		Int4	4.56	2.1

Table 2. Aggregate validity of variables

	Factor load	Combined reliability	Average variance draw	Cronbach's Alpha
	0.874			
Thematic Appeal (Thea)	0.861	0.823	0.713	0.793
	0.859			
	0.743			
Content engagement (Cona)	0.758	0.882	0.692	0.738
	0.751			
	0.721			
Sound quality (Tonq)	0.73	0.848	0.685	0.747
	0.704			
	0.821			
Appearance level (Facs)	0.762	0.831	0.62	0.723
	0.784			
	0.811			
Video sharpness (Shap)	0.793	0.842	0.71	0.743
	0.752			
	0.805			
	0.743			
Informative Social Impact (Isi)	0.801	0.829	0.723	0.772
	0.722			
	0.713			
Perceived usefulness (Use)	0.724	0.813	0.721	0.752
	0.693			
	0.831			
A sense of presence (Pres)	0.801	0.878	0.692	0.714
	0.816			
	0.752			
Willingness to watch (Int)	0.761	0.889	0.809	0.806
	0.724			
	0.773			

Table 3. Correlation between the square root of the mean variance of each variable and the other variables

	Thea	Cona	Tonq	Facs	Shap	Use	Pres	Isi	Int
Thea	0.82								
Cona	0.311	0.905							
Tonq	0.362	0.506	0.812						
Facs	0.43	0.302	0.241	0.833					
Shap	0.029	0.123	0.189	0.354	0.921				
Use	0.12	0.149	0.255	0.267	0.397	0.789			
Pres	0.045	0.131	0.201	0.106	0.085	-0.21	1		
Isi	0.213	0.313	0.013	0.402	0.391	-0.12	0.213	0.885	
Int	0.191	0.45	0.324	0.207	0.231	-0.031	0.381	0.156	0.913

In addition to the collected questionnaire data, this paper also includes descriptions of all variables according to the web addresses in the questionnaire survey results, Table 1 presents the aggregate validity of the variables, Table 2 displays the aggregate validity of the variables. Table 3 shows the correlation between the square root of the mean variance of each variable and the other variables..

Table 4. describes the statistical results of each variable

	Minimum Statistics	Maximum statistics	Average statistics	Standard deviation statistics
Thea	1.00	7.00	4.6293	1.61956
Cona	1.22	7.00	4.5553	1.37827
Tag	0	12	8.59	2.829
Duration	0	35995	383.56	1686.745
Upvote	1	2313000	17966.05	124411.648
Donate	0	2215000	9013.85	107649.617
OF	1	2	1.19	396
Followers	4	19815000	370921.82	1709148.867
Views	35	44436000	284140.08	2206482.020
BM	0	970000	2582.94	43830.180
Comment	0	44607	519.92	3165.942
Tonq	1.00	7.00	4.5087	1.56722
Facs	1.00	7.00	4.5280	1.55343
Shap	1.25	7.00	4.5875	1.50707
Pres	1.25	7.00	4.5886	1.42801
Isi	1.00	7.00	4.5603	1.43221
Use	1.19	7.00	4.5702	1.46255
Int	1.00	7.00	4.5775	1.48282

After standardizing the variables, we conducted linear regression on 500 data, and tested: 1) the influence of independent variables Thea, Cona, Tag, Duration on the intermediate variable Use; 2) the influence OF independent variables Play, Upvote, Donate, Follows and Comment on intermediate variable Isi 3) the influence of independent variables BM, OF, Tonq, Facs and Shap on Pres 4) the influence of all independent variables on dependent variable; 5) the influence of intermediate variables Use, Isi, Pres on the dependent variable Int; 6) the influence of independent variables and intermediate variables on the dependent variable.

In the linear regression of independent variables Thea, Cona, Tag, Duration and intermediate variable Use (in this regression, Use is used as the dependent variable), as shown in Table 4, the absolute value of T of independent variables Tag, Duration is less than 1.97, the linear regression model is not significant, and the original hypothesis H3 and H4 are not valid. In addition, the absolute value of T-value of other variables is greater than 1.97, which has a significant impact on the intermediate variable Use.

In the independent variable Views, Upvote, Donate, Follows, Comment and intermediate variable Isi (return to here, the Isi as the dependent variable) of linear regression, as shown in table 5, independent variable Donate, Comment the T value of absolute value is less than 1.97, no significant linear regression model, The original hypothesis H7.H9 is not valid. In addition, the absolute value of T of the remaining variables is greater than 1.97, which has a significant influence on the intermediate variable Isi.

In the linear regression OF independent variables BM, OF, Tonq, Facs, Shap and intermediate variable Pres (in this regression, Pres is used as the dependent variable), as shown in Table 6, the absolute value of T of independent variable BM, OF is less than 1.97, so the linear regression model is not significant, and the original hypothesis H10 and H11 are not valid. In addition, the absolute value of T-value of other variables is greater than 1.97, which has a significant impact on the intermediate variable Pres.

In the linear regression of intermediate variables Use, Isi and Pres for dependent variable Int, as shown in Table 7, the absolute values of intermediate variables' T-values are all greater than 1.97, and the corresponding variable Int has a significant impact.

In the linear regression OF independent variables to dependent variable Int, as shown in Table 8, the absolute value of T of independent variables Tag, Duration, Donate, Comment, BM, OF is less than 1.97, and the linear regression model is not significant. In the linear regression OF independent variable and intermediate variable on dependent variable Int together, since Tag, Duration, Donate, Comment, BM, OF have no significant influence on intermediate variable, the influence of intermediate variable on INT is not discussed here.

After verifying the above conditions, the regression coefficient of independent variable on dependent variable and the regression coefficient of independent variable plus intermediate variable on dependent variable are compared, as shown in Table 9 and Table 10, and the effects of the three intermediate variables are discussed respectively.

First, for the intermediate variable Use, except Tag, Duration, under the influence of the intermediate variable Use, the T-value of the independent variable is all greater than 1.96, which has a significant influence on the dependent variable. This indicates that these independent variables all affect the dependent variable through the intermediate variable Use.

Then, for intermediate variables Isi, except Donate and Comment, under the influence of intermediate variables, all independent variables are greater than 1.96, which has a significant impact on dependent variables, indicating that these variables influence dependent variables through intermediate variable Isi.

Finally, for the intermediate variable Pres. Except BM, Comment and Span, under the influence of intermediate variable Pres, the T-value of the independent variable is all greater than 1.96, which has a significant impact on the dependent variable. This indicates that these independent variables all affect the dependent variable through the intermediate variable Pres.

In conclusion, assuming that the H1, H2, H5, and H6, H9, H12, H13, H14, H15, H16, H17 was established, the rest of the hypothesis. Independent variables Thea, Cona exert their influence on the corresponding variable Int through the intermediate variable Use, and independent variables Play, Upvote, and Follows exert their influence on the dependent variable Int through the intermediate variable Isi. The independent variables Tonq, Facs, Shap influence the dependent variable Int through the intermediate variable use.

Table 5. Effects of independent variables Thea, Cona, Tag, Duration on intermediate variables Use

	Unnormalized coefficient		Standardized coefficient	t	Salience
	B	Standard error	Beta		
(Constant)	2.51 e-15	0.015		0	1
Zscore(Thea)	0.254	0.031	0.254	8.068	0
Zscore(Cona)	0.712	0.031	0.712	22.634	0
Zscore(Tag)	0.022	0.015	0.022	1.479	0.14
Zscore(Duration)	0.002	0.015	0.002	0.148	0.882

Table 6. Effects of independent variables Views, Upvote, Donate, Followers, Comment on intermediate variables Use

	Unnormalized coefficient		Standardized coefficient	t	Salience
	B	Standard error	Beta		
(Constant)	2.14 e-12	0.018		0	1
Zscore(Views)	0.329	0.032	0.357	6.251	0
Zscore(Upvote)	0.037	0.091	0.363	6.503	0
Zscore(Donate)	0.1	0.083	0.1	1.202	0.23
Zscore(Followers)	0.029	0.044	0.029	0.672	0.502
Zscore(Comment)	0.434	0.059	0.391	7.012	0

Table 7. Influence OF independent variables BM, OF, Tonq, Facs and Shap on intermediate variable Pres

	Unnormalized coefficient		Standardized coefficient	t	Salience
	B	Standard error	Beta		
(Constant)	7.15 e-17	0.014		0	1
Zscore(BM)	0.001	0.015	0.001	0.061	0.951
Zscore(OF)	0.003	0.018	0.003	0.18	0.857
Zscore(Tonq)	0.087	0.019	0.087	4.499	0
Zscore(Facs)	0.474	0.02	0.474	23.527	0
Zscore(Shap)	0.495	0.02	0.495	24.258	0

Table 8. Influence of intermediate variables Pres, Isi, Use on dependent variable Int

	Unnormalized coefficient		Standardized coefficient	t	Salience
	B	Standard error	Beta		
(Constant)	1.94 e-05	0.029		0.001	0.999
Zscore(Pres)	0.432	0.056	0.431	7.714	0
Zscore(Use)	0.36	0.056	0.36	6.43	0
Zscore(Isi)	0.391	0.051	0.390	7.006	0

Table 9. Effects of independent variables No intermediate variable on dependent variable Int

	Unnormalized coefficient		Standardized coefficient	t	Salience
	B	Standard error	Beta		
(Constant)	0	0.027		0.006	0.995
Zscore(Thea)	0.285	0.04	0.285	7.075	0
Zscore(Cona)	0.265	0.038	0.254	6.921	0
Zscore(Tag)	0.03	0.028	0.029	1.06	0.29
Zscore(Duration)	0.012	0.027	0.012	0.433	0.665
Zscore(Views)	0.241	0.033	0.279	7.012	0
Zscore(Upvote)	0.149	0.265	0.149	0.563	0.574
Zscore(Donate)	0.009	0.162	0.009	0.057	0.954
Zscore(Followers)	0.311	0.51	0.365	6.430	0
Zscore(OF)	0.015	0.03	0.015	0.488	0.626
Zscore(BM)	0.144	0.242	0.144	0.595	0.552
Zscore(Comment)	0.031	0.077	0.031	0.407	0.684
Zscore(Tonq)	0.289	0.04	0.289	7.252	0
Zscore(Facs)	0.079	0.041	0.079	1.9	0.058
Zscore(Shap)	0.275	0.042	0.275	6.593	0

Table 10. The effect of intermediate variable on dependent variable Int

	Unnormalized coefficient		Standardized coefficient	t	Salience
	B	Standard error	Beta		
(constant)	0	0.027		0.007	0.995
Zscore(Thea)	0.24	0.076	0.24	3.157	0.002
Zscore(Cona)	0.011	0.163	0.011	0.070	0.944
Zscore(Tag)	0.029	0.028	0.028	1.02	0.308
Zscore(Duration)	0.012	0.027	0.012	0.428	0.669
Zscore(Views)	0.247	0.039	0.282	7.153	0
Zscore(Upvote)	0.145	0.266	0.145	0.545	0.586
Zscore(Donate)	0.011	0.163	0.011	0.07	0.944
Zscore(Followers)	0.260	0.036	0.256	6.921	0
Zscore(OF)	0.013	0.03	0.013	0.431	0.667
Zscore(BM)	0.142	0.243	0.142	0.585	0.559
Zscore(Comment)	0.032	0.077	0.032	0.41	0.682
Zscore(Tonq)	0.283	0.041	0.283	6.924	0
Zscore(Facs)	0.029	0.082	0.029	0.354	0.724
Zscore(Shap)	0.246	0.065	0.246	3.779	0
Zscore(Pres)	0.06	0.111	0.06	0.539	0.59
Zscore(Isi)	0.017	0.046	0.017	0.362	0.718
Zscore(Use)	0.059	0.097	0.059	0.608	0.543

5. Platform analysis

Since its establishment, BiliBili platform has achieved good market performance. According to the latest financial report released on February 20, 2025, BiliBili achieved a comprehensive profit in one quarter [7].

5.1. Platform innovation

In terms of product innovation, BiliBili takes various measures to enhance the attractiveness and competitiveness of the platform and the stickiness of the information channels of the audience, especially the young audience [8]. The platform focuses on content depth and community communication, and the comments are longer and more in-depth [9]. Upgrade the bullet screen system to achieve real-time emotional resonance, filter low-quality bullet screens through AI, and launch aigc authoring tools such as Bijian studio to improve the main efficiency of up. It also extends to scene terminals such as vehicle terminal and TV terminal; In terms of business model innovation, the revenue model covers value-added services, integrated advertising, etc., and the cost structure is optimized through the reform of sharing mechanism and AI cost reduction and efficiency increase [10]; It has platform economic characteristics such as bilateral market network effect, which is significantly different from the pure content platform, and constructs an ecological participant collaboration network composed of core layer, extension layer and support layer; Currently, it faces challenges such as the balance between commercialization and community, the

development of games and short videos, and the expansion of globalization. In the future, if we optimize the relationship between community and commerce, the depth of content and the breadth of breaking the circle, it is expected to become a cultural and technological super platform benchmarked with "YouTube+Disney+steam".

5.2. Network effect

The network effect of Bilibili is reflected in many aspects: in the direct network effect, the barrage culture forms a "common viewing" experience by allowing users to comment in real time. The more users, the more active the barrage interaction, and the more interesting the video viewing experience. For example, the interaction such as "high-energy early warning" attracts more users, and the daily average number of barrages supporting data exceeds 1billion; There is a positive cycle between up owners and fans. More up owners produce high-quality content to attract audiences. The fan economy (charging and rewards) makes the head up owners profit to stimulate creation. In 2023, up owners with more than one million live up owners and more than 100000 fans increased by nearly 50% year on year. In the indirect network effect, content consumers and producers promote each other. Under the "pugv" mode, the growth of audience allows up owners to obtain more traffic revenue to produce higher quality content. The increase of up owners enriches the content categories (animation, technology, etc.) and improves the user retention rate. For example, Luo Xiang, the up owner of the knowledge zone, said that the rise in the number of millions of criminal law fans per month drives the growth of legal content; Advertisers and users grow cooperatively. The growth of users makes advertisers willing to put more original advertisements (such as the "fireworks program"). Up owners get a single business income to stimulate creation. The growth of advertising revenue promotes them to purchase more genuine content to attract users. In 2023, the advertising revenue is billions of yuan, an increase of nearly 40%, and the number of brand advertisers has increased to 1.5 times of the original. In the data-driven enhanced network effect, the personalized recommendation algorithm combines user interests (such as "one key three links" data), and the user behavior optimization recommendation makes it possible to find more interesting content, increase the use time, and contribute more than half of the playback volume to the recommendation stream; Community culture screens high viscosity users through member answers, bullet screen etiquette, etc., and core users (generation z) form a "stem culture" to enable new users to enhance their sense of belonging and reduce the loss rate. For example, the peak number of live broadcasts of the new year's Gala exceeds 300million. In terms of cross platform network effect, synergy is formed through comics, games, live broadcasts, e-commerce and other businesses. Game intermodal transport (such as FGO) attracts secondary users to feed back the traffic of the main station. Big up live broadcasts drive fans to consume across scenes. Members' willingness to pay around the purchase and sale of animation is enhanced.

5.3. Positive feedback loop

More users will push more up owners to create, which will bring richer content and attract more users. Its stickiness will also increase, which will encourage up owners to continue to contribute.

After algorithm analysis, the user's behavior data on the bilibili platform (including videos like, barrages sent and video viewing time) can optimize the accuracy of recommendation, so that the proportion of users will increase, and more data will be fed back to the optimization algorithm.

The expansion of user scale directly drives the growth of advertising and value-added service revenue, and then provides more resources for the platform to optimize the content ecology; With

the continuous output of high-quality content and the improvement of community experience, the attraction of the platform continues to increase, which in turn promotes a new round of user growth and forms a positive cycle of self reinforcement. This closed-loop mechanism is the core driving force for the sustainable development of the Internet platform. By continuously introducing pan knowledge and life content, the platform can attract a wider age group of users, thus significantly improving the diversity of the community; This diversified user structure in turn stimulates more diversified content needs, promotes the platform to further expand content categories, forms a virtuous cycle of "content breaking - user expansion - ecological prosperity", and ultimately enhances the comprehensive competitiveness and user stickiness of the platform.

The huge traffic accumulated by the master station provides a precise diversion entrance for derivative businesses (such as e-commerce, knowledge payment, offline activities, etc.). Through the collaborative realization of multiple scenes in the ecosystem, it not only widens the business boundary, but also continuously feeds back the income to the content construction of the master station, forming a closed-loop ecology of "flow - Realization - resources - high-quality content", and ultimately realizing the symbiosis and common prosperity of the master station and derivative businesses.

6. Conclusion

Theme attractiveness and content interest have a significant positive impact on perceived usefulness. Playback volume and likes have a significant impact on the information society. Audio and visual quality and appearance have a significant impact on the sense of presence. The three intermediate variables (perceived usefulness, information society impact and sense of presence) have a significant impact on viewing intention.

This study provides practical suggestions for video creators to improve their viewing intention, such as paying attention to the theme and content attraction of video, improving the quality of audio and painting, etc. At the same time, the uniqueness of Bilibili in the video platform, such as platform innovation, network effect and positive feedback loop, is analyzed, which provides a valuable reference for creators and platform operators. Bilibili, if it can optimize the relationship between community and business, content depth and broken circle breadth, it is expected to become a cultural and technological super platform benchmarked with "YouTube+Disney+steam".

Authors contribution

All the authors contributed equally and their names were listed in alphabetical order.

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