

Accepted Manuscript

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PII: S1567-4223(18)30041-3

DOI: <https://doi.org/10.1016/j.elerap.2018.05.001>

Reference: ELERAP 789

To appear in: *Electronic Commerce Research and Applications*

Received Date: 29 January 2018

Revised Date: 2 May 2018

Accepted Date: 2 May 2018



Please cite this article as: F. Xu, Y. Qi, X. Li, What affects the user stickiness of the mainstream media websites in china?, *Electronic Commerce Research and Applications* (2018), doi: <https://doi.org/10.1016/j.elerap.2018.05.001>

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WHAT AFFECTS THE USER STICKINESS OF THE MAINSTREAM MEDIA WEBSITES IN CHINA?

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Last revised: May 2, 2018

ABSTRACT

Having the advantage of reaching massive audience, mainstream media can frequently influence public opinions and attitudes. However, recent statistical data shows that the average user stickiness of mainstream media websites is much lower, in comparison with other types of media websites in China. To gain insights into this phenomenon, we construct a model to examine the impacts of various website attributes and user influence on user stickiness. Our empirical analysis demonstrates that media website attributes and user characteristics have different effects on user stickiness. Our results shed fresh light on how to enhance mainstream media website user stickiness in a competitive and ever-evolving landscape.

Keywords: E-government; empirical research; mainstream media; social influence; social media; survey methods; user stickiness; website user stickiness

Acknowledgments. This research was supported by the National Natural Science Foundation of China (NSFC 61272419 and 71673135).

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