

## *Original Paper*

# The Effect of In-Platform Generative AI Use on Users' Continuanance Intention: Evidence from Xiaohongshu

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### **Abstract**

*With the rapid integration of generative artificial intelligence into social media platforms, lifestyle community platforms such as Xiaohongshu have become important channels for users to obtain information, refer to experiences, and support decision-making. However, whether in-platform AI functions can translate into users' Continuanance Intention remains a key issue in platform intelligence development. Based on expectation-confirmation theory and information systems post-adoption research, the study divides in-platform Generative AI Use into three dimensions: Use Intensity, Use Breadth, and Use Depth. It then constructs a relationship model among in-platform Generative AI Use, Personalized Experience, and users' Continuanance Intention, and tests the model using 500 valid survey responses. The results show that in-platform Generative AI Use significantly enhances users' Continuanance Intention, and that Use Intensity, Use Breadth, and Use Depth all exert significant positive effects. In-platform Generative AI Use also significantly improves users' Personalized Experience, which mediates the relationship between in-platform Generative AI Use and users' Continuanance Intention. Theoretically, this study extends expectation-confirmation theory to the context of Generative AI embedded in social media platforms. Practically, it offers implications for lifestyle community platforms such as Xiaohongshu to optimize intelligent function design, improve personalized experience, and strengthen user retention.*

### **Keywords**

*Generative AI Use, Xiaohong Shu, Personalized Experience, Continuanance Intention*

## **1. Introduction**

In recent years, social media platforms have continuously expanded their functional boundaries. They have evolved from content publishing and social interaction spaces into platforms for information

search, experience acquisition, product comparison, and consumption decision-making. As a typical lifestyle community platform, Xiaohongshu has gradually become an important channel for users to obtain guides, filter information, and support decisions. With the gradual integration of generative artificial intelligence into platform ecosystems, user-platform interaction has shifted from traditional browsing and search to more continuous, interactive, and task-oriented human-AI interaction. As a result, in-platform generative AI functions may become important factors shaping user experience and platform retention.

From the perspective of information systems continuance research, whether users continue to use a platform does not depend solely on their initial adoption intention. Instead, it depends more on their experiential evaluation and value judgment after actual use. Bhattacharjee (2001) argued that continuance intention derives from users' post-use confirmation, satisfaction, and perceived usefulness. Jaspersen et al. (2005) further noted that after adopting information technology, users form post-adoption behaviors such as extended use and deepened use. Therefore, in the context of generative AI embedded in Xiaohongshu, it is not sufficient to examine whether users use AI functions. More attention should be paid to how users use AI functions and whether such use can improve personalized experience and then enhance platform continuance intention.

Existing studies have mainly examined general continuance mechanisms in information systems, mobile applications, or social media platforms. They have paid insufficient attention to how generative AI, as an embedded platform function, affects users' continuance intention toward the original platform. In addition, prior studies on technology use behavior have often focused on use frequency or use intention, while rarely capturing users' actual task-based use differences through use intensity, use breadth, and use depth. Therefore, this study focuses on in-platform generative AI use in Xiaohongshu, explores its effect on users' continuance intention, and tests the mediating role of personalized experience. The study aims to provide a basis for lifestyle community platforms to optimize intelligent functions and improve user retention.

## **2. Theoretical Basis and Research Hypotheses**

### *2.1 In-Platform Generative AI Use and Continuance Intention*

Continuance intention is a core variable in information systems post-adoption research. It refers to users' behavioral tendency to continue using a system or platform based on prior use experience. For Xiaohongshu, users' continuance intention reflects their likelihood of continuing to use the platform in scenarios such as information search, experience reference, product comparison, and lifestyle decision-making. Unlike initial adoption, continuance intention emphasizes users' stable behavioral expectations formed after actual use.

In-platform generative AI use refers to users' behavior of invoking generative AI functions within Xiaohongshu to complete tasks such as information search, guide inquiry, content summarization, product comparison, advice seeking, and problem solving. This behavior is not merely functional

exposure. Instead, it is an interactive process centered on specific tasks. According to post-adoption behavior research, users' subsequent use of information technology often shows differentiated features, such as continuous invocation, functional expansion, and deep embedding. Therefore, this study divides in-platform generative AI use into three dimensions: use intensity, use breadth, and use depth.

Use intensity reflects the frequency, continuity, and interaction input with which users invoke generative AI functions. The higher the use intensity, the more likely users are to incorporate AI functions into their routine platform use and form stable invocation habits. Use breadth reflects the scope in which users apply generative AI functions across multiple tasks and platform scenarios. The higher the use breadth, the more likely users are to perceive the platform as having stronger comprehensive service value. Use depth reflects whether users embed generative AI functions into key task processes through multi-turn questioning, condition supplementation, result comparison, and active revision. The higher the use depth, the more likely users are to obtain higher-quality information support and further strengthen their platform dependence. Accordingly, this study proposes the following hypotheses:

**H1:** In-platform generative AI use has a significant positive effect on users' continuance intention.

**H1a:** Use intensity has a significant positive effect on users' continuance intention.

**H1b:** Use breadth has a significant positive effect on users' continuance intention.

**H1c:** Use depth has a significant positive effect on users' continuance intention.

## *2.2 In-Platform Generative AI Use and Personalized Experience*

Personalized experience refers to users' subjective perception of whether generated results, information suggestions, and platform services meet their personal needs, preferences, and specific contexts when they use in-platform generative AI functions. Compared with general user experience, personalized experience places greater emphasis on content matching, demand fit, and service customization. For lifestyle community platforms such as Xiaohongshu, user needs are often highly contextual and differentiated. The same type of information need may involve different preferences and judgment criteria across users. Therefore, whether a platform can provide more targeted content and suggestions becomes an important factor affecting user experience.

Generative AI functions feature natural language interaction, multi-turn feedback, and dynamic generation. During use, users can continuously supplement personal preferences, usage contexts, and constraints, while the platform can adjust output content based on user input. Higher use intensity enables users to obtain stable feedback through continuous interaction. Higher use breadth allows users to perceive the platform's adaptive service capability across different task scenarios. Higher use depth enables users to improve the match between generated content and personal needs through multi-turn questioning and result revision. Therefore, in-platform generative AI use helps improve users' personalized experience. Accordingly, this study proposes the following hypotheses:

**H2:** In-platform generative AI use has a significant positive effect on personalized experience.

**H2a:** Use intensity has a significant positive effect on personalized experience.

**H2b:** Use breadth has a significant positive effect on personalized experience.

**H2c:** Use depth has a significant positive effect on personalized experience.

### *2.3 Personalized Experience and Continuance Intention*

According to expectation-confirmation theory, users' continuance intention usually develops from positive experiential evaluations after actual use. When users perceive that platform content, suggestions, and services better meet their own needs, their value judgment of the platform increases, and they are more likely to continue using the platform in the future.

For Xiaohongshu, personalized experience not only affects users' evaluation of a single AI-function use, but may also extend to their recognition of the platform's overall service capability. If users obtain information support that better fits their needs through in-platform generative AI functions, such as more preference-matched guides, clearer content summaries, more targeted product comparisons, and more practical suggestions, they are more likely to develop a positive platform experience. This experience can reduce users' information filtering costs, improve task completion efficiency, and strengthen their dependence on the platform. Therefore, personalized experience may significantly improve users' continuance intention. Accordingly, this study proposes the following hypothesis:

**H3:** Personalized experience has a significant positive effect on users' continuance intention.

### *2.4 The Mediating Role of Personalized Experience*

The effect of in-platform generative AI use on continuance intention may not be purely direct. Generative AI functions are more likely to translate into continuance intention only when users perceive them as meeting personal needs, fitting usage contexts, and supporting task completion. In other words, in-platform generative AI use must work through users' experiential evaluation, and personalized experience is an important mechanism connecting technology use and continuance intention.

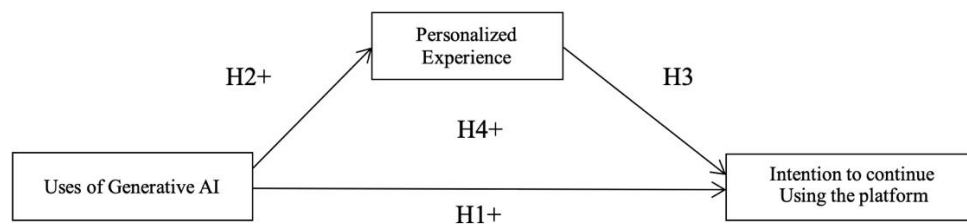
Use intensity can strengthen users' perception of stable intelligent platform services through continuous interaction and repeated feedback. Use breadth can enhance users' evaluation of the platform's comprehensive service capability through multi-task and multi-scenario application. Use depth can improve the match between generated content and user needs through multi-turn questioning, condition revision, and result comparison. These processes may further improve users' personalized experience and ultimately strengthen their willingness to continue using Xiaohongshu. Accordingly, this study proposes the following hypothesis:

**H4:** Personalized experience mediates the relationship between in-platform generative AI use and users' continuance intention.

### *2.5 Theoretical Model*

This study constructs its research model based on expectation-confirmation theory. This theory suggests that users' continuance intention forms through experiential evaluation and value judgment after actual use. In the Xiaohongshu platform context, users form their continuance intention after using in-platform generative AI functions and evaluating their actual experience in tasks such as information

search, content summarization, product comparison, and advice seeking. Therefore, this study takes in-platform generative AI use as the independent variable, users' continuance intention as the dependent variable, and personalized experience as the mediating variable. This study argues that in-platform generative AI use can directly affect users' continuance intention and can also indirectly affect users' continuance intention by improving personalized experience. The theoretical model is shown in Figure 1.



**Figure 1. Theoretical Model of Xiaohongshu Continuance Intention**

### 3. Research Design

#### 3.1 Data Collection

This study collected data through an online questionnaire. A total of 506 questionnaires were distributed. After removing six invalid responses that failed to meet the screening criteria, 500 valid responses were obtained, yielding a valid response rate of 98.8%. Among the respondents, 48.8% were male and 51.2% were female. Respondents aged 18–24 accounted for 52.4%, those aged 25–34 accounted for 31.0%, and those aged 35–45 accounted for 16.6%. In terms of education, 33.6% held a junior college degree, 45.4% held a bachelor's degree, and 21.0% held a master's degree or above. Overall, the sample mainly consisted of young and middle-aged users with junior college education or above, which can reasonably reflect the actual use of in-platform generative AI functions in Xiaohongshu in scenarios such as information search, content understanding, product comparison, and decision support.

#### 3.2 Variable Measurement

The core variables include in-platform generative AI use, personalized experience, and users' continuance intention. In-platform generative AI use includes three dimensions: use intensity, use breadth, and use depth. Use intensity mainly measures users' frequency of invoking AI functions, continuity of use, and interaction input. Use breadth mainly measures the extent to which users apply AI functions to different tasks and scenarios. Use depth mainly measures the degree to which users deeply use AI functions through multi-turn questioning, condition supplementation, and result comparison. Personalized experience mainly measures whether users perceive platform output and information support as meeting their personal needs. Continuance intention mainly measures users' tendency to continue using Xiaohongshu in the future. All items were measured using a five-point Likert scale.

#### 4. Data Analysis

This study obtained 500 valid questionnaires. All respondents had used in-platform generative AI functions in Xiaohongshu within the past 6 to 12 months, which meets the research object setting of this study. Before formal testing, this study examined the reliability and validity of the measurement scales. The results show that the Cronbach's Alpha coefficients of all variables and dimensions exceeded 0.7, and the overall Cronbach's Alpha coefficient of the scale was 0.882, indicating good internal consistency. The validity test shows that the KMO value met the requirement for factor analysis, Bartlett's test of sphericity was significant, and all items loaded well on their corresponding variables. These results indicate that the scale has good construct validity. Therefore, the data are suitable for correlation analysis, regression analysis, and mediation analysis.

**Table 1. Results of Correlation Analysis**

Variable	Mean	Standard Deviation	Continuance Intention	Use Intensity	Use Breadth	Use Depth	Personalized Experience
Continuance Intention	3.475	1.096	1				
Use Intensity	3.446	1.038	0.433**	1			
Use Breadth	3.584	1.001	0.457**	0.404**	1		
Use Depth	3.535	1.052	0.432**	0.373**	0.367**	1	
Personalized Experience	3.456	1.127	0.639**	0.480**	0.489**	0.519**	1

As shown in Table 1, use intensity, use breadth, and use depth are all significantly and positively correlated with continuance intention. This indicates that the more fully users use in-platform generative AI functions in Xiaohongshu, the stronger their willingness to continue using the platform. Among the three dimensions, use breadth shows a relatively stronger correlation with continuance intention, suggesting that when users apply generative AI functions to more task scenarios, they are more likely to form a positive evaluation of the platform's overall value.

Meanwhile, use intensity, use breadth, and use depth are all significantly and positively correlated with personalized experience. This indicates that continuous invocation, multi-scenario use, and deep interaction with in-platform generative AI functions can improve users' perception of content matching and service fit. Personalized experience is also significantly and positively correlated with continuance intention, suggesting that the higher the perceived personalization of the platform, the stronger users' willingness to continue using Xiaohongshu. Overall, the correlation directions among variables are consistent with theoretical expectations.

**Table 2. Results of Regression Analysis**

<b>Dependent Variable</b>	<b>Independent Variable</b>	<b>B</b>	<b>Standard Error</b>	<b>Significance</b>
Continuance Intention	Use Intensity	0.245	0.044	0.000
	Use Breadth	0.299	0.045	0.000
	Use Depth	0.256	0.043	0.000
Personalized Experience	Use Intensity	0.271	0.042	0.000
	Use Breadth	0.302	0.044	0.000
Continuance Intention	Use Depth	0.350	0.041	0.000
	Personalized Experience	0.448	0.042	0.000

As shown in Table 2, use intensity, use breadth, and use depth all have significant positive effects on continuance intention. Therefore, H1a, H1b, and H1c are supported. This finding shows that in-platform generative AI use can effectively strengthen users' willingness to continue using Xiaohongshu. Specifically, use intensity reflects users' continuous invocation of AI functions; use breadth reflects users' multi-task expansion of AI functions; and use depth reflects users' embedding of AI functions into key task processes. All three dimensions significantly affect continuance intention, indicating that in-platform generative AI use is not simple functional exposure but a layered post-adoption behavior.

Use intensity, use breadth, and use depth also have significant positive effects on personalized experience. Therefore, H2a, H2b, and H2c are supported. This finding suggests that the more frequently, broadly, and deeply users use in-platform generative AI functions, the more likely they are to perceive a match between platform content, suggestions, information support, and their own needs. Among the three dimensions, use depth has a relatively stronger effect on personalized experience. This indicates that deep interaction methods, such as multi-turn questioning, condition supplementation, and result comparison, are more conducive to improving users' personalized experience.

Personalized experience has a significant positive effect on continuance intention. Therefore, H3 is supported. This indicates that when users perceive Xiaohongshu's content and services as better matching their personal preferences, specific needs, and usage contexts, their willingness to continue using the platform also increases. Combined with the mediation analysis results, personalized experience plays a partial mediating role between in-platform generative AI use and continuance intention. This suggests that the key mechanism through which generative AI functions affect user retention lies in experiential transformation. In other words, in-platform AI functions are more likely to

strengthen users' continuance intention only when they translate into personalized experience that users can perceive.

In summary, the results of correlation analysis and regression analysis support the theoretical model of this study. In-platform generative AI use can directly enhance users' continuance intention and can also indirectly affect user retention by improving personalized experience. This finding suggests that lifestyle community platforms such as Xiaohongshu should not focus only on the technical functions of generative AI. They should also emphasize users' perceived content matching, service fit, and deep interaction experience across different task scenarios.

## 5. Conclusion

This study takes Xiaohongshu as the research context and examines the mechanism through which in-platform generative AI use affects users' continuance intention. It further tests the mediating role of personalized experience. The results show that in-platform generative AI use significantly improves users' continuance intention, and that use intensity, use breadth, and use depth all have significant positive effects. This indicates that generative AI functions are no longer merely auxiliary technical tools for platforms. Instead, they have become important intelligent touchpoints that shape platform experience and continuance behavior.

The study also finds that in-platform generative AI use significantly improves personalized experience. Personalized experience has a significant positive effect on users' continuance intention and mediates the relationship between generative AI use and continuance intention. This shows that the managerial value of generative AI functions lies not only in improving content generation speed or reducing information search costs, but also in whether users can perceive that the platform better understands their needs, fits their preferences, and adapts to their specific task contexts. In other words, the key mechanism through which generative AI use affects platform retention lies in the formation and transformation of personalized experience.

Lifestyle community platforms such as Xiaohongshu should further improve the task adaptability of generative AI functions. They should refine AI function entrances and interaction processes around high-frequency use scenarios such as guide inquiry, content summarization, product comparison, advice seeking, and problem solving. At the same time, platforms should strengthen the multi-turn interaction capability of generative AI and guide users to continuously optimize output content through follow-up questions, condition supplementation, preference expression, and result comparison, so that AI functions can truly become embedded in users' platform use processes. In addition, platforms should integrate generative AI with personalized recommendation mechanisms. By using user interaction data, content tags, and feedback information, platforms can improve content matching accuracy and thereby enhance users' personalized experience and continuance intention.

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