

The Impact of Multi-Channel Network Support on the Performance of Innovation Intention of Sichuan Bloggers

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Abstract:

This study focused on the relationship between multi-channel network institutions and bloggers in the short video industry and discussed Sichuan bloggers' organizational support and innovative behavior mechanism in multi-channel network institutions. Currently, based on reviewing the situation and development trend of organizational support theory and innovative behavior research, this paper used a combination of theoretical and empirical research methods to analyze the organizational support, supervisor support, and colleague support of bloggers in multi-channel institutions in Sichuan. This research aimed to investigate the Sichuan market's organizational support perception for blogger groups in innovative behavior; explore the influencing mechanism among the influencing factors to perceptive organizational support, and evaluate the improvement of a multi-channel network with adequate support to respective economic benefits in Sichuan. The results showed that organizational support, supervisor support, and colleague support significantly impacted perceived organizational support and innovative behavior for the multi-channel network policymakers in considering the development of innovative intentions for local bloggers.

Keywords:

Multi-Channel Network, Performance of Innovation Intention, Bloggers

1. Introduction

Nowadays, science and information technology are developing rapidly. The large-scale mobile Internet coverage provides perfect conditions and solid advantages for the widespread use of mobile clients. Coupled with the continuous popularization of smartphones, Internet live broadcasts are in such a large environment. Since 2016, live streaming has continued to break through the original traditional forms. With the successful introduction of live streaming platforms from UGC to PGC and the formation of the domestic Multi-Channel Network (MCN) model, Internet live streaming has been integrated into many industries, creating new value for different industries. Then, the form of live streaming has also emerged. As an imported product,

MCN was born abroad and developed in China. MCN originated in the United States, the full name of Multi-Channel Network (Multi-Channel Network) is equivalent to an intermediary between content producers and YouTube. MCN does not produce content, but only establishes channels for many weak content creators to help them solve promotion and monetization issues, and ultimately distributes them to creators in specific proportions.

MCN, which grew up in China, is a product form of a multi-channel network. The basic organizational structure includes operation and commercial realization. It combines PGC, UGC, and PUGC content to provide vital support in production, interactive promotion, cooperative management, and capital. To ensure the continuous output of content, the stable realization of business can finally be realized. Since then, domestic content creation institutions have begun to use foreign MCN models to combine with their inherent business models to create MCN models with Chinese characteristics in the increasingly developing domestic Internet environment.

1.1. Research Objective

Various domestic short video platforms are developing rapidly, and the number of MCN institutions has also increased significantly. There are many bloggers and users of short video platforms and a large influx of capital. Currently, most domestic research on MCN is from the perspective of users, operations, and video content creation. For example, it studies different aspects, such as users' consumption habits and satisfaction. There is very little attention to employees in MCN institutions, and for bloggers, a sense of innovation is one of the essential qualities in creating high-quality videos. Therefore, based on the MCN organization, this paper grasps the organizational support sense perceived by employees in the MCN organization and researches the influence mechanism of the organizational support sense of the MCN organization on the blogger's innovation consciousness. The objectives that this paper attempts to solve are as follows:

- a. To investigate the Sichuan market's organizational support perception for blogger groups in innovative behavior.
- b. To explore the influencing mechanism among the influencing factors to perceptive organizational support.
- c. To evaluate the improvement of a multi-channel network with adequate support to respective economic benefits in Sichuan.

1.2. Research Study Scope

It can be seen from this that behind the brilliance of domestic MCN institutions are capital, institutions, and platforms. The game between anchors and users. The fierce competition has created a lot of difficulties for MCN institutions and anchors, and the relationship between MCN institutions and different anchors has not been clarified. This study takes MCN institutional bloggers as the research object, adopts quantitative research methods based on the MCN model, and combines the theory of organizational support to explore the influence mechanism of MCN organizational support on bloggers' innovative consciousness. Through research and analysis, find ways to enhance the sense of support of bloggers' organizations to seek higher economic benefits for MCN institutions and promote the development of domestic MCNs. The questions of this study attempts to address are as follows:

a. Is there any difference in the sense of organizational support between groups of different control variables?

b. Exploring the influencing mechanism among the following groups of factors: exploring the relationship between perceived organizational support, perceived supervisor support, and perceived peer support on organizational support and their significance; leadership trust, organizational life support, organizational reliance on the influence relationship and its significant influence of perceived organizational support; to explore the influence relationship and considerable impact of listening to opinions, concern for welfare, and giving help on perceived supervisor support; to investigate the influence relationship and significant influence of listening to arguments, work service, and complex assistance on perceived peer support sexual level.

c. Combine the data analysis results to observe whether the hypothesis is true, explain the results, and discover the research's defects and deficiencies. Finally, it puts forward feasible suggestions for the employees of MCN institutions to improve the sense of organizational support and provides new and effective ways to improve the economic benefits of MCN institutions and the development of MCN.

2. Conceptual Framework and Research Hypothesis

2.1. Conceptual Framework

This study explores whether the organizational support of multi-channel network operating companies impacts the innovation behavior of bloggers in Sichuan. Scholar Hu (2019) believed that innovation is the core competitiveness of Internet companies, and employees are more likely to have innovative behaviors in the context of organizational support. The study found that the sense of Internet organizational support has a significant role in promoting the innovative behavior of Internet company employees. [1] The study draws on the multi-dimensional structure of organizational support sense of Ling: et al. (2001) and Bao; & Liu. (2011) to construct a three-dimensional structure of organizational support sense from the perspective of support sources, including support from three aspects of the organization, supervisor, colleagues, and exploratory factors. Both analytical and confirmatory factor analysis verified the rationality of the three-dimensional structure. [2] [3] Chen (2006) believed that support from superiors and colleagues should be essential to organizational support. Meanwhile, the influence factors of listening to opinions, paying attention to welfare, and giving help significantly impact superior support, and the scale model is established. The influence factors of hearing, service at work, and assistance in difficulties significantly impact colleagues' support, and the scale model is based. [4] Ling: et al. (2000) used factor analysis in the method of multivariate statistical analysis to explore the psychological structure of organizational commitment of Chinese enterprise employees and proposed emotional commitment, normative commitment, exemplary commitment, economic commitment, and opportunity commitment.[5] Based on theoretical discussion, a set of measurement tools of the "China Staff Organization Commitment Questionnaire" is developed, which can be used to evaluate the commitment type of employees. [6] The framework model is shown in Figure 1.

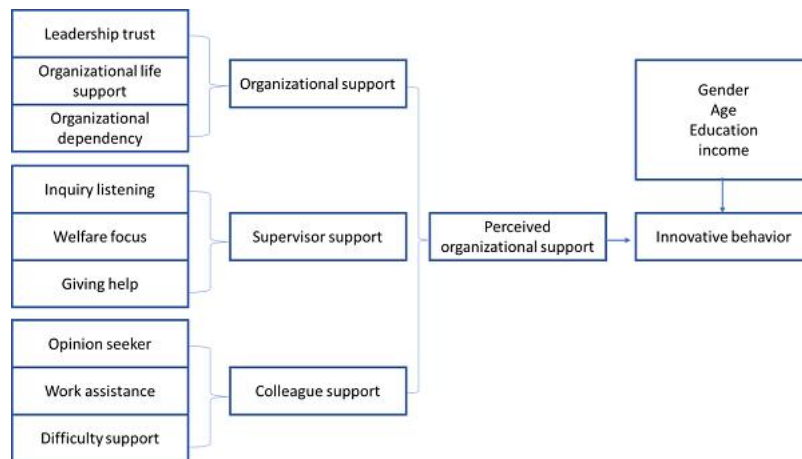


Figure 1. The Conceptual Framework.

2.2. Research Hypothesis

According to the research purpose and the characteristics of the research object, combined with the logical relationship of the research framework and following the logic of the problem design of this research, the following eight types of hypotheses are put forward.

Explore the four control variables proposed in this study: gender, age, education, and monthly income. According to the differences in innovation behavior between different groups and their significance, the following four hypotheses are proposed:

H1 There is no significant difference in innovation behavior between different gender groups

H2 There is no significant difference in innovation behavior among different age groups

H3 There is no significant difference in innovation behavior among groups with different educational backgrounds

H4 There is no significant difference in innovation behavior between groups with different monthly income

Firstly, the term “innovation” appeared in Schumpeter’s book “The Theory of Economic Development” Schumpeter defined innovation from the perspective of economic output: the recombination of production factors will generate a new production function, and the current process of producing the production function is innovation. In sorting out the concepts related to innovative behavior, the term creativity appears widely in scholars’ research. Compared with creativity, innovative behavior can better reflect the creation of innovative objects. [7] Wu (2007) put forward the definition of the innovation process. They believe that the process of employees using their knowledge, using organizational resources, producing valuable products, or putting forward practical ideas is the process of employee innovation. The sense of organizational support is a kind of self-perception and view of employees about the organization’s contribution, value, and benefits. [8] When Eisenberger (1990) first proposed the concept of organizational support, he mentioned that employees’ perception of organizational support would positively impact the organization. [9] While doing their jobs well, employees will independently innovate for the organization regardless of the gains and losses. Mumford: et al. (2002). [10]

Hutchison: et al. (1986) believed that the psychological feelings of employees at work are related to the degree of organizational support, and employees will measure the return they should invest in the organization according to the support or help they feel from the organization. [11] Propose one hypothesis as follows:

H5 Perceived organizational support has no significant impact on innovation behaviour

Citizens has a strong tendency to maintain self-consistency and internal rationality. When a person has a positive evaluation and treatment of others, he tends to give a reasonable explanation, thinking that he has done it correctly before, and give the same understanding and prediction to the future. Therefore, providing organizational support to those employees who already have support from superiors and colleagues can satisfy the support provider's compelling motivation. The Positive Emotion Hypothesis holds that employees with optimistic and positive emotional characteristics are more likely to seek organizational support. [12] The comprehensive hypothesis argues that the interaction of affirmation and positive emotion affects organizational support for employees. Propose one hypothesis as follows:

H6 Organizational support has no significant impact on perceived organizational support

H7 Supervisor support has no significant impact on perceived organizational support

H8 Colleague support has no significant impact on perceived organizational support

Trust in leadership, as one of the research directions, refers to a psychological state in which subordinates are willing to take certain risks to accept each other's behavior or even their shortcomings because they have reasonable expectations for the purpose or conduct of leaders. Confidence in superior leadership is a more critical influencing variable of leadership effectiveness and workgroup productivity. Organizational life support is essential because employees have "repeated exchange" relationships with their workplaces. Employees provide their time and effort to their workplaces, and in return, they have certain expectations, like salaries and job security, from their organizations. Organizational dependencies are the relationship of separate but interdependent organizational units. The direction of ordering elements is based on shared objectives or similarities of tasks to explore the relationship between leadership trust, organizational life support, and organizational dependency on organizational support and their significance levels, the following three hypotheses are proposed:

H9 Leadership trust has no significant impact on organizational support

H10 Organizational life support has no significant impact on organizational support

H11 Organizational dependency has no significant impact on organizational support

In order to improve work or life, inquiry listening is a way of listening to the opinions of others in an organization through different opinions and suggestions. For 'Welfare Focus', employees' comprehensive perception of whether the organization values their contributions, cares about their well-being and supports their work as "perceived organizational support" (POS) or "employer commitment" (employer commitment). The impact of different dimensions of organizational support on trade-off commitment is mainly reflected in the dimension of welfare and security,

indicating that welfare and job security are the most important dimensions that affect the trade-off commitment of knowledge workers. For ‘Giving Help’, the material and spiritual assistance an individual receives in his social life come from many resources such as family, relatives and friends, school, work unit, and community. To explore the influence relationship and significance degree of inquiry listening, welfare focus, and giving help to supervisors' support, the following three hypotheses are put forward:

H12 Inquiry listening has no significant impact on supervisor support

H13 Focus on welfare has no significant impact on supervisor support

H14 Giving help has no significant impact on supervisor support

Opinion Seeker – asks to clarify group members' values, attitudes, and opinions. Checks to make sure different perspectives are given. Opinion Giver – expresses their views and beliefs about the subject being discussed. Work assistance is the material and spiritual assistance that individuals receive throughout their social life from many resources, such as family, friends, schools, work, and community. For ‘Difficulty Support’, work aids are a collection of information, procedures, or methods outside the individual. It supports work- or study-related activities to enhance or improve performance by instructing, guiding, or inspiring. To explore the influence of opinion seeker, work assistance, and work aid on the support of colleagues and their significance, the following three hypotheses are put forward:

H15 Opinion seeker has no significant impact on the colleague support

H16 Work assistance has no significant impact on the colleague support

H17 Difficulty support has no significant impact on the colleague support

3. Research Design

3.1. Questionnaire Design

For the measurement of job satisfaction, the currently widely used scales with good reliability and validity mainly include the Job Description Indicator Inventory (JDI). This study uses the Minnesota Satisfaction Short Form to measure employee satisfaction. The scale includes a total of 41 questions. In the development of scales and questionnaires for controlling variables. The development of the scale is based on demographic and sample feature logic, with targeted design of target questions. Firstly, the questionnaire consists of 4 questions related to control variables, ranging from 1 to 4 questions. The second part examines the factors that affect blogger innovation behavior from three aspects: organizational support, supervisor support, and colleague support, including 9 questions. The third part examines the factors that affect blogger innovation behavior from multiple aspects such as leadership trust, organizational life support, organizational dependability, listening to opinions, focusing on welfare, providing support, listening to opinions, and difficult assistance, including 22 questions. The fourth part proposes five questions around innovative behavior and organizational support. The scoring method is the Likert five-point scale method, with scores from low to high They represent “not satisfied”, “somewhat satisfied”, “satisfied”, “very satisfied”, and “very satisfied”. The final score determines the level of employee satisfaction.

3.2. Data Collection

In the data collection, this research mainly conducted a questionnaire survey and statistical analysis through a quantitative sampling method and chose two practical tools for analysis, "Questionnaire Star of WeChat online platform" and SPSS. Relying on multiple channels of distribution through the internet, 435 questionnaires were ultimately collected. After excluding 30 unreasonable questionnaires, the remaining 405 were valid, with a calculated effective rate of 93%. Based on relevant literature research, this study draws on the mature scale design according to the purchase intention of Sichuan consumers, forming a list of factors influencing elements and designing the set of questionnaires for simple random sampling in blogger innovation intention relating to the influence of multi-channel network support. By determining the minimum and the maximum length of the 5-point Likert scale for the study, the range was calculated using $(5 - 1 = 4)$ and then divided by five. It would be the most significant value of the scale $(4 \div 5 = 0.80)$.

This survey's final number of respondents will need at least 385 samples. This survey received 407 valid respondents from the online WeChat platform, and it represented enough sample size for this search according to the 95% confidence level in hypothesis tests. A total of 104 sets of data were obtained through small sample sampling. After data cleaning and exclusion of unqualified data, qualified data accounted for more than 95% of the total ratio of small sample sampling data in the first stage. In line with the proportion of scientific research to qualified data to the entire sample, it is suitable for small sample reliability and validity testing.

4. Data Analysis

4.1. Demographic description

A total of four demographic variables were set in this study, namely gender, age, education, and disposable income. In the study, two gender groups were established, namely male and female. Four age groups were set in the study, namely 29 years old and below, 30- 39 years old, 40-49 years old, and 50 years old and above. This study set up five groups at the educational level, namely, doctorate and above, master's degree, undergraduate, junior college, high school, and below. This study sets five groups of bloggers' monthly disposable income: below 2,000 yuan, 2,000-5,000 yuan, 5,000-8,000 yuan, 8,000-10,000 yuan, and above 10,000 yuan. As shown in the following Table 1.

Table 1. Demographic information result table.

Variable	Category	Number	Percentage %
Gender	Male	212	52.1%
	Female	195	47.9%
Age	Below 30	142	34.9%
	30-39	204	50.1%
	40-49	51	12.5%
	Over 50	10	2.5%
Education	Ph.D. or above	12	2.9%
	Master's degree	43	10.6%
	Bachelor's degree	172	42.3%
	Vocational degree	121	29.7%
	High school or below	59	14.5%
Monthly Income	Under 2000	29	7.1%
	2000-5000	169	41.5%

	5001-8000	138	33.9%
	8001-10000	65	16.0%
	Over 10000	6	1.5%

4.2. Reliability Analysis and Validity Analysis

This study has a construct of innovative behavior and a dimension of perceived organizational support. Under the dimension there are three dimensions: organizational support, supervisor support, and colleague support. Three elements are under each dimension and a total of 37 topic items. The answer results were analyzed using SPSS (Version 21.0) to obtain the overall reliability of the questionnaire. The reliability coefficient value is 0.950, which is greater than 0.9, indicating that the reliability of the research data is of high quality. In summary, the reliability coefficient value of the research data is higher than 0.9, which comprehensively indicates that the reliability of the data is of high quality and can be used for further analysis, as shown in Table 2.

This study has a construct of innovative behavior and a dimension of organizational support. There are three dimensions under the dimension: organizational support, supervisor support, and colleague support. Three elements are under each dimension, and 37 items are set. Use SPSS (Version 21.0) to analyze the answering results, and use KMO and Bartlett test to verify the validity. It can be seen from the following table that the KMO value is 0.838, and the KMO value is more significant than 0.8. The research data is very suitable for extracting information, as shown in Table 2.

Table 2. Reality statistics & Validity statistics for each variable.

Scale	Reality statistics	Validity statistics			Item
	Cronbach's α	KMO	Bartlett test of sphericity	Sig	
Overall	0.950	0.838	3414.978	0.000	35
Perceived organizational support	0.950	0.801	953.626	0.000	35
Organizational support	0.870	0.750	858.228	0.000	11
Supervisor support	0.837	0.681	632.062	0.000	9
Colleague support	0.889	0.769	915.586	0.000	11

4.3. Difference Analysis

According to the research question, the independent sample t-test and one-way variance test were mainly used to explore whether there were differences in the four demographic variables of gender, age, education, and monthly disposable income in innovation behavior.

The independent sample T test was used to test the differences of different genders in innovation behaviors. Through the independent sample T test, the corresponding T value was 2.334 and the sig value was 0.022, so H1 was established. the F value of the one-way ANOVA overall test of age on innovative behavior is 0.923, and the p-value is $0.430 > 0.05$, which is not reached a significant level, so there is no significant difference in the innovative behavior of bloggers of different ages, that is, H2 is established, the F value of the overall test of one-way ANOVA for innovative

behaviors based on educational experiences is 0.697, and the p-value is $0.595 > 0.05$, which does not reach the. Therefore, there is no significant difference in the innovation behavior of bloggers with different educational backgrounds; that is, H3 is established. the F value of the one- way ANOVA overall test of disposable income on innovative behavior is 0.848, and the p-value is $0.496 > 0.05$, which does not reach the significance level, so there is no significant difference in the innovation behavior of bloggers with different educational backgrounds, that is, H4 is established, as shown in Table 3:

Table 3. Analysis of differences among groups of demographic variables.

		Variance equation Levene's test		t-test for the mean equation		
		F	Sig	t	df	Sig.(two-tails)
Gender	Assuming equal variance	5.675	0.018	2.318	405	0.021*
	Assuming unequal variances			2.304	385.083	0.022*
Age	Levene	df1	df2	Sig.		
	1.172	3	403	0.320		
		Sum of Squares	df	Mean Square	F	Sig.
	Between groups	2.695	3	0.898	0.923	0.430
	Within groups	392.225	403	0.973		
	Total	394.920	406			
Education	Levene	df1	df2	Sig.		
	0.340	4	402	0.851		
		Sum of Squares	df	Mean Square	F	Sig.
	Between groups	2.695	3	0.898	0.923	0.430
	Within groups	392.225	403	0.973		
	Total	394.920	406			
Monthly Income	Levene	df1	df2	Sig.		
	0.087	4	402	0.987		
		Sum of Squares	df	Mean Square	F	Sig.
	Between groups	3.303	4	0.826	0.848	0.496
	Within groups	391.617	402	0.974		
	Total	394.920	406			

4.4. Regression Analysis

Regression analysis explores the degree to which a variable is affected by one or more variables by establishing a model. Through regression analysis, it can be judged whether there is a causal relationship between variables.

The table of innovative behavior and organizational support perception coefficient is shown in Table 4. On the premise that no constant is added to the equation, the standard regression coefficient of innovative behavior is 0.969, $t=66.803 > 2.5$, and the significance level is $0.000 < 0.05$. Therefore, the sense of organizational support will

significantly impact innovative behavior. x_1 represents the sense of organizational support, then the multiple linear regression equation established according to the model is: $Y_1=0.969x_1$

According to the regression equation, the H5 hypothesis that "perceived organizational support does not have a significant effect on innovation behavior" does not hold.

Perceived organizational support and dimensions. The table of organizational support, supervisor support, and colleague support coefficients are shown in Table 4. On the premise that constants are not added to the equation, the standard regression coefficient of organizational support is 0.280, $t=6.801>2.5$, the significance level $0.000<0.05$; the standard regression coefficient supported by the supervisor is 0.336, $t=7.621>2.5$, and the significance level is $0.000<0.05$; the standard regression coefficient supported by colleagues is 0.361, $t=8.095>2.5$, and the significance level is $0.000<0.05$. Therefore, organizational support, supervisor support, and peer support significantly impact the sense of organizational support. The multiple linear regression equation established according to the model is: $Y_2=0.280x_2+0.336x_3+0.361x_4$

It can be seen that H6, H7, H8 are not established.

Organizational support and elements of leadership trust, organizational life support, and organizational dependence coefficient are shown in Table 4. On the premise that constants are not added to the equation, the standard regression coefficient of leadership trust is 0.383, $t=8.554>2.5$, The significance level is $0.000<0.05$; the standard regression coefficient supported by the supervisor is 0.343, $t=7.267>2.5$, the significance level is $0.000<0.05$; the standard regression coefficient supported by colleagues is 0.264, $t=5.544>2.5$, the significance level is $0.000<0.05$. Therefore, leadership trust, organizational life support, and dependency significantly impact organizational support. The multiple linear regression equation established according to the model is: $Y_3=0.383x_5+0.343x_6+0.264x_7$

It can be seen that H9 , H10 and H11 are not established.

The regression analysis coefficient table of supervisor support and elements of listening to opinions, paying attention to welfare, and giving help is shown in Table 4. On the premise that constants are not added to the equation, the standard regression coefficient of listening to opinions is 0.341, $t=7.272>2.5$, significant Sex level $0.000<0.05$; standard regression coefficient of paying attention to welfare is 0.293, $t=6.660>2.5$, significance level $0.000<0.05$; standard regression coefficient of giving help is 0.328, $t=7.257>2.5$, significance level $0.000<0.05$. Therefore, listening to opinions, paying attention to benefits, and giving help significantly impact supervisor support. The multiple linear regression equation established according to the model is: $Y_4=0.341x_8+0.293x_9+0.328x_{10}$

It can be seen that H12, H13, H14 is not established.

Colleague support and elements of the regression analysis coefficient table of listening opinions, work assistance, and difficulties assistance are shown in Table 4. On the premise that no constant is added to the equation, the standard regression coefficient of listening to opinions is 0.372, $t=8.507>2.5$, significant Level $0.000<0.05$; the standard regression coefficient of work assistance was 0.311, $t=6.797>2.5$, and the significance level was $0.000<0.05$; the standard regression coefficient of difficulty assistance was 0.289, $t=7.110>2.5$, and the significance level

was $0.000 < 0.05$. Therefore, listening to opinions, paying attention to welfare, and helping with difficulties significantly impact coworker support. The multiple linear regression equation established according to the model is:
 $Y_5 = 0.372x_{11} + 0.311x_{12} + 0.289x_{13}$

H15, H16, and H17 are not established.

As shown in the following Table 4.

Table 4. Regression analysis and test of various influence mechanisms.

Model			Model fit degree	ANOVA		Regression analysis parameter			Hypothesis testing	
	Dependent variable	Independent variable	R2	F	Sig.	B	T	P	Hypothesis	Verification
Model 11	IN	OR	0.917	4462.651	0.000	0.969	66.803	0.000	H5	Not true
Model 12	OR	OS	0.943	2223.997	0.000	0.280	6.801	0.000	H6	Not true
		SS				0.336	7.621	0.000	H7	Not true
		CS				0.361	8.095	0.000	H8	Not true
Model 13	OS	OSA	0.935	1943.225	0.000	0.383	8.554	0.000	H9	Not true
		OSB				0.343	7.267	0.000	H10	Not true
		OSC				0.264	0.544	0.000	H11	Not true
Model 14	SS	SSD	0.933	1872.051	0.000	0.341	7.272	0.000	H12	Not true
		SSE				0.293	6.660	0.000	H13	Not true
		SSF				0.328	7.257	0.000	H14	Not true
Model 15	CS	CSG	0.945	2324.235	0.000	0.372	8.507	0.000	H15	Not true
		CSH				0.311	6.797	0.000	H16	Not true
		CSJ				0.289	7.110	0.000	H17	Not true

5. Conclusion and Inspiration

5.1. Research shows a significant relationship

According to the difference analysis results of this study, there is no difference in innovation behavior among bloggers of different gender, age, education background and monthly income.

Between bloggers' innovative behavior and the sense of organizational support of multi-channel institutions. The study found that a multi-channel organization is an enterprise. In enterprise management, there must be a reasonable profit distribution mechanism, an OKP execution management system, an SOP management system, a

middle-level management growth system, a professional and practical salary system, and teamwork and cooperation capabilities. On this basis Forming a sense of organizational support can only play a role through the systematic cooperation of the organization, supervisors, and colleagues. This has played a vital role in developing bloggers' innovative behavior.

Studies have shown a significant relationship between organizational support, supervisor support, coworker support, and perceived organizational support. The study found that as employees of enterprises, bloggers create value for enterprises through content creation products. Assuming the company believes that the work done by bloggers in the organization is more valuable. In that case, they should fully consider the potential of bloggers and pay attention to the living conditions of bloggers. It can positively impact the blogger's sense of organizational support; in terms of supervisor support, caring about the blogger's living conditions, giving appropriate recognition to the blogger's work, and considering measures such as promotion in rank, can affect the blogger's support. The sense of organizational support has a positive impact; in terms of colleague support, colleagues can listen to bloggers' opinions and help them at work, especially when bloggers encounter difficulties; they will also support bloggers' sense of organizational support, have a positive impact.

Research shows a significant relationship between leadership trust, organizational life support, dependability, and support. listening to opinions, focusing on welfare, and giving help significantly impact supervisor support. Research shows that listening to opinions, focusing on welfare, and giving help significantly impact supervisor support.

5.2. Research inspiration

Multi-channel network organizations are currently faced with easy entry and difficulty in continuous growth. They must meet problems such as team management experience, industry resource volume, team growth speed, and business boundaries. The industry has experienced rapid iterative development, and the gradual improvement of regulatory policies has put forward higher requirements for institutions. In terms of team experience, it is necessary to improve problem-solving and adaptability and develop the organization's long-term planning ability. Regarding industry resources, it is essential to focus on accumulating commercial customer resources, a stable supply chain, and an abundance of multi-platform resources.

Regarding team growth, it is necessary to enhance the team's organizational capabilities and build a commercial account matrix. Regarding business boundary expansion, it is essential to focus on the scale of business models, diversification of monetization models, and deep cultivation of subdivided tracks. Therefore, the core operation team of the institution should include the Ministry of Commerce, the Content Planning Department, the Operation Department, the Blogger Management Department, the Filming and Production Department, the E-commerce Department, the Media, and Marketing Department, and the Supply Chain Management Department.

5.2.1. Research studies support multi-channel network organizations should have the consciousness of enterprise management

Nowadays, multi-channel network organizations are faced with easy entry and difficult continuous growth, and need to face a series of problems such as team management experience, industry resource volume, team growth speed and business boundary. The industry has experienced rapid iterative development, and the gradual improvement of regulatory policies has put forward higher requirements for institutions. In terms of team experience, we should improve problem solving ability and adaptability, and make long-term planning ability of the organization. In terms of industry resources, we should pay attention to the accumulation of commercial customer resources, have a stable supply chain, and pay attention to the richness of multi-platform resources. In terms of team growth, it is necessary to enhance the organizational ability of the team and build a commercialized account matrix. In terms of business boundary expansion, we should pay attention to the scale of business model, diversification of realization model, and deep cultivation of subdivision track. Therefore, the core operation team of the organization should include Commerce Department, content planning department, operation department, blogger management department, shooting and production department, e-commerce department, media and Marketing Department, supply chain management department, etc.

A special department should be responsible for the management of bloggers, and attention should be paid to the trust of leaders, organizational life support, organizational dependability and other aspects to enhance the consciousness of bloggers as protagonists in the organization, and develop together with the organization.

5.2.2. Research studies support the impact of multi-channel network agency executive leaders need to pay more attention to bloggers in China

The leaders of multi-channel network organizations need to lean down to listen to the opinions of bloggers, pay attention to the welfare of bloggers' employees, provide help to bloggers, and actually provide support to bloggers. Competent leaders cannot just ignore bloggers and fail to provide support after signing contracts. There is nothing wrong with multi-channel network organizations to pursue economic interests, however, in management, services need to be prioritized and scaled up, and long-term management should be focused on, and the blogger team should be deployed. The blogger should be under the requirement of KPI, otherwise there will be pressure on performance, and the supervisor should allocate staff to the blogger and his team and formulate a reasonable workload. I am good at listening to the opinions of bloggers, listening to the pressure in the work of bloggers, making career plans for the future development of bloggers, and giving due work benefits, such as paid holidays, allowances.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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