Factors impacting people's consumption patterns on social media

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Abstract. Bloggers' recommendations on social media platforms influence consumers' consumption patterns. Although the factors influencing people's online shopping include other factors such as low price and convenience, the recommendation of bloggers is the most influential factor. In order to accurately study which factors promote consumers' consumption patterns on social media platforms, this paper adopts the method of the questionnaire and the former research for analysis.

Keywords: social media; Consumption Patterns; Online Shopping; Blogger.

1. Introduction

The number of Internet users worldwide has grown exponentially. The total number of mobile phone users worldwide has increased by 1.8%, with 95 million new mobile phone users added since the same period in 2021. As of early 2022, global internet users have climbed to 4.95 billion, with internet penetration currently accounting for 62.5% of the world's total population [1]. Today, the transformation from traditional media to commercial media has promoted the mobile Internet to become the main channel for information dissemination. The integration and development of traditional and emerging media is no longer a new topic. However, with the continuous development of 5G, big data, cloud computing, artificial intelligence, and other technologies, media convergence is the migration of content and the iteration of technology and the transformation and development of new media people. In the context of the Internet, the information sources of the public are no longer limited to traditional media such as radio, television and newspapers. It is even more evident that the scale of online shopping users increases with the spread of new media. Online shopping is the most apparent phenomenon brought about by the transition from traditional media to new media. One of the most apparent phenomena brought about by the transition from traditional media to new media is online shopping, which many mainstream websites and consumers have promoted as an emerging online shopping method and a new transaction model for e-commerce. Global e-commerce sales are growing, and the global e-commerce market is expected to total $5.55 trillion in 2022. Global online enjoyment has grown from 17.8% in 2019 to 21% in 2022. In addition, experts also expect growth to continue, reaching 24.5% by 2025. China has been leading the global e-commerce market, accounting for 52.1% of global retail e-commerce sales, with online sales totalling just over $2 trillion in 2021. It also has the most digital buyers globally, 824.5 million, or 38.5% of the global total [2]. In addition, the COVID-19 pandemic has created conditions for expanding online shopping [3]. This paper provides an overview of people's consumer behaviour on social media in the new media environment. The literature review aims to discuss the advantages and disadvantages of online shopping and offline shopping in the new media era and various factors that affect people's consumption patterns. This paper also takes the Chinese audience as the primary research goal. It explores the factors that affect the audience's shopping patterns through questionnaires and literature review.

2. Literature Review

2.1 Reasons Why People Tend to Shop Online

There is a consensus in the academic literature that consumers have intensified their consumption patterns of online shopping under the influence of the new crown epidemic. Although online shopping is risky, it has also brought them much convenience. Firstly, with the rapid internet development,
online shopping has become an irreversible trend, and its advantages are obvious. Dai et al [4] expressed that the most significant advantage of online shopping is its simplicity and convenience and low prices, both merchants and consumers save both time and shop rental fees, and online shopping is also known as green shopping. According to Hsiao and others [5], psychologically from a psychological point of view, the convenience of online shopping increases consumers’ desire to buy. Consumers can return goods online for seven days without any reason. People prefer to shop online because it protects their privacy. It is inevitably awkward to meet someone known in a traditional shop when buying personal items. In an e-commerce environment, this embarrassment can be avoided [6]. In addition, online shopping can also meet the needs of personalized consumption, and the goods and online services provided by such customized, personalized products and services through e-commerce can be “tailor-made” for individual consumers [7]. Purchasing motivation is a cognitive state that reflects consumers’ purchasing plans at a specific time [8]. However, there are also risks associated with online shopping; according to Wu et al [9], consumers are at risk of being defrauded by merchants. Online fraud is common when merchants sell fake and shoddy products as shoddy products, and it is difficult for buyers to protect their rights due to restrictions in different regions. It is difficult for buyers to enforce their rights due to the limitations of different regions, which can easily lead to the theft of their accounts.

2.2 Reasons Why People Tend To Shop Offline

This literature review draws on prominent academic and business journal research on why people tend to shop in brick-and-mortar stores. Although the advent of the digital age allows people to enjoy the convenience of shopping without leaving home, at the same time, offline shopping also has its unique advantages; it does not need to wait for faster express delivery [9]. Moriarty [7] also mentioned that offline shopping is more guaranteed, and people can independently identify the quality of goods, and there will be no phenomenon that the picture does not match the real object. Safer payment has also become a significant reason people are more willing to choose offline shopping [5]. In addition, for some people, offline shopping is more of a leisure and social means [10]. In their spare time, these people will go to the mall with their friends as a way to relax. The most important thing about shopping is temporarily relieving the pressure of daily life. However, the products that can be purchased offline are limited, and it is often impossible to buy what people want online in remote places [6]. In addition, offline shopping cannot get more preferential information from social media faster because social media is an essential medium for people to obtain social information in today's era [11].

2.3 The Impact Of Bloggers On Online Shopping

In the context of today's digital media, many factors influence people's online shopping. Hsu and others [10] mentioned that seven factors can be found through research to affect consumers' online shopping purchasing behaviour. These factors are perceived ease of use, perceived risk, perceived usefulness, the effectiveness of website design, economic factors, product usability, and customer satisfaction [10]. Affected by the environment of social media, more and more people tend to choose to buy from live broadcasts, short videos, or to buy their favourite products through blogger recommendations when shopping online [12]. Bloggers on social media platforms constitute a new way of communicating fashion news, media reshaping some of the ways of old media, incorporating some of their defining characteristics into what is now digital pages, thereby capitalizing on the success of social media platforms to reinvent the wheel. The consumption pattern of fashion changed by shaping personal image and culture [13]. From the current media trends, consumption concepts and some data, it can be inferred that the consumption pattern of the current era has become universal. Fashion products promoted by bloggers and brands on social media platforms are more accessible and accessible to fashionistas[14]. In addition, in consumer culture, bloggers tend to have a more personal style to make their public image appear more authentic and realistic, so their recommendations are more influential to consumers [15].
3. Methods

3.1 Research Methodology

To investigate how the transition from media to new media has affected people's consumption patterns, the study was developed using quantitative studies of questionnaires. Questionnaire surveys are an effective and accurate data collection method to explore participants' thoughts, feelings, and beliefs on the topic of online shopping. The researchers delved into the personal and sensitive to address the questions about online shopping. In the analytical method of quantitative research, the researcher can represent a large amount of objective and concise quantitative data and generalize the results from the sample to the population studied. The researchers use random sampling to reduce costs and operate very conveniently [16]. Descriptive research is used as a research method to discuss determining which factors are most critical in influencing people's consumer behaviour. This method can be replicated. The descriptive research methods in this report collect cross-sectional, quantifiable data to describe and reflect the data of the sample population. The researcher uses quantitative research to conduct detailed descriptive research on demographic characteristics and analyze the characteristics of different populations according to shopping habits, preferences, and personal factors, allowing researchers to obtain accurate results quickly.

3.2 Sample

A total of 123 questionnaires were distributed, and 123 questionnaires were recovered, with an effective recovery rate of 100%. The participants in the sample size of this report are 123 consumers who have had an online shopping experience in the last three months under the influence of China's social media environment. In order to collect precise data, the researchers divided the participants into two groups according to their shopping habits. The researchers randomly distributed the 123 participants. The questionnaire was posted on social media platforms where anyone who saw the link could participate. In order to ensure the validity of the data of the survey results, the topic is limited. It must be a person who has had an online shopping experience within three months to participate. The entire questionnaire discusses consumer buying behaviour and the factors that influence consumption patterns.

3.3 Procedure

Through the questionnaire method, to obtain more direct and practical information. In this questionnaire, for the design of the questions, the questionnaire's content was divided into four parts by the researcher. First, the first part is the fundamental question and answer. It is convenient for audience data statistics and comparison by conducting statistics on demographic data. The second part is a question and answer of behavioral prompts to investigate participants' usage of online shopping. The third part is to set up attitude questions and characteristic questions; the purpose is to make targeted statistics and understand consumers' consumption behavior patterns and the main shopping channels. In addition, through the questionnaire's attitude and hope-type questions, we can make expectations for their future and genuinely understand the respondents' feelings.

3.4 Ethical Considerations

Ethics must be taken into account when conducting research studies. The researcher's consideration of ethical issues can help respondents avoid the leakage of personal information and unnecessary harm and build trust between the two parties. In quantitative research, researchers must reasonably consider ethical issues, which can ensure the objective authenticity and credibility of the research. It mainly includes informed consent, privacy, and confidentiality. This quantitative study will see the terms and risks listed in the informed consent form when the participants do the survey, and all participants must participate voluntarily.
4. Results

Data and valid information were obtained through the research method of a questionnaire survey. In this online shopping-themed survey, the researchers found that 36 (29.27%) of the 123 respondents were male, and 87 (70.73%) were female. Regarding the age of the respondents, six options were set in the questionnaire. According to the results, the group with the largest proportion was 18-25 years old, with 55 people (44.72%); 26-35 years old had 33 respondents, people (26.83%); 22 respondents (17.89%) for the 36-45 year old group; only 8 respondents (6.5%) for the 46-55 year old group; only 5 respondents (4.07%) for the group under 18 years old; and 0 (0%) respondents over 56. Therefore, through the basic demographic questions, it can be concluded that the online shopping groups are mainly female and the young group of 18-35 years old. Young women constitute the main group in online shopping, and they will have many shopping needs. According to the survey results, young women buy clothes, daily necessities, cosmetics, and accessories online because online shopping is convenient and fast, and there are discount coupons. The human brain's cognition has changed from text descriptions to pictures to short videos and live broadcasts. Under the factors driven by the digital economy, people's aesthetics are also constantly improving.

![Figure 1. Gender breakdown of sample](image1.png)

![Figure 2. Age Distribution](image2.png)
Figure 3. Do you accept recommendations from bloggers?

Figure 4. The influence of bloggers

Figure 5. Will you shop from online e-commerce platforms?
Figure 6. Will you shop from mobile e-commerce platforms? (eg. Live shopping)

Figure 7. Have you ever been defrauded of a payment?

Figure 8. Negative factors when shopping online
Figure 9. Which types of bloggers do you prefer to buy?

Figure 10. What types of bloggers do you follow?
Based on the survey results, analyzed from an aesthetic point of view, fashion theorist Agnes proposed in 2014 that the rapid updating of blogs reflects the logic of fashion's updating [17]. Similarly, the research results of this questionnaire show that 58.54% of the respondents like to wear bloggers, and 56% of the respondents believe that bloggers have brought a lot of helpful information and convenience to their lives and can help improve their aesthetics. Another 56.1% of the participants indicated that platform bloggers would directly influence their shopping patterns in the new media environment. The dressing is a sign of deciphering a fashionista's identity, but clothing constructs appearance as a temporary, superficial way of showing on the body. In order to better obtain a fashion identity and a sense of social belonging in terms of aesthetics, outfit bloggers especially show that they should highlight their style in their usual outfits to help consumers find an identity.

From a business perspective, the survey results show that 54% of respondents will directly shop on social media platforms from blogger-recommended posts about clothes, indicating an intensified transition from traditional to new media. With the development of the economy, official social media accounts cooperate with celebrities, and brands use famous private bloggers for marketing their products, which is a highly effective means. The survey results show that 57% of the respondents will go to Xiaohongshu's social media platform to read the recommendations of the bloggers they follow when shopping online, and 30% of consumers will choose to watch bloggers on the Douyin platform. Recommendations and 11% of respondents will check bloggers' recommendations on other video platforms. Fashion is also an industry, and in today's consumer society, the buying and selling of goods and services is the most critical social and economic activity. Fashion can see that people's fashionable outfits are in stark contrast to unrealistic ideals and commercial motives. The image strength of influencers and the number of fans will affect the business's revenue. The larger the number of fans, the more influential bloggers will become. Their influence method is very popular with consumers and has a high degree of acceptance and recognition. In addition, they can also promote the development of the digital economy era.

Analyzing the results from the consumer culture perspective, the younger generation of women are more likely to like and accept recommendations from bloggers, which has become one of the important reasons for them to go shopping online. Bloggers' styles echo their fashion categories, and they choose bloggers they trust because of liking. Young female respondents identify themselves based on content shared by bloggers, who use the immediacy of social media to recommend items
that give them meaning and a sense of their "real me". The blogger's recommendation impacts consumers and helps brands increase engagement. It also clearly shows the identity and personal characteristics of young women. From the perspective of consumption and monitoring culture, the bloggers' content that respondents see when using social media accounts to shop online is through a series of curation, editing, filtering and depicting a monitored version of their intended audience. Showing an ideal self-image, it is the output of this image that intensifies the love of the respondents. The way social media presents it can satisfy the "vanity" of consumers. The bloggers of social media platforms promote factors of consumers shopping online. According to the survey, the researchers found that the bloggers marked the purchase channels of the recommended items in the displayed content, which is also a method of their promotion to improve the brand awareness and influence the target audience's purchase mode. Therefore, under the transformation of new media, the sharing audience of each post can consume fashion passively by watching, commenting, "liking", scrolling images, videos, GIFs, etc. The fashion industry continues to provide consumers with new designs, products and information who want to ensure their authority, power and influence while also being able to help consumers and respondents choose themselves online through the use of social media by influencers Identity products to express identity and cultural awareness.

5. Discussion

5.1 Discuss the main research objectives

Through thematic analysis of the questionnaire results, the researchers found that the influence of bloggers has become the main factor for consumers to shop online during the transition from traditional media to new media. In addition, the researchers found that Internet use and popularity had a direct impact on the frequency of online shopping. All the participants use the Internet to shop almost every week in the sample. Their main uses for shopping on the Internet are clothes, accessories, beauty, food, and daily necessities. Among the respondents, 89% will use Taobao for online shopping, and 78% of the respondents will make online purchases on video-based live broadcast platforms. Research by Izogo and Jayawardhena [18] shows that online shopping also accounts for most internet usage time. According to the analysis results, most respondents have a more positive online shopping experience, and their online shopping experience has more positive effects than adverse effects. The results showed that those respondents who were reluctant to shop online were worried about the quality and appearance of the product not matching the pictures. Secondly, they were worried about payment security. However, only 7.3% of respondents have had their payments stolen. The positive impact of online shopping that 82% of the respondents mentioned is mainly reflected in online shopping have many coupons. The price is more favourable, and consumers have many choices and can compare with offline stores. A personal favorite social media blogger recommends items that work and that respondents will love. Many respondents also believe that online shopping can avoid the embarrassment of choosing in face-to-face stores, and the online shopping experience is very comfortable. In addition, convenience was another positive experience cited by respondents. At the same time, express transportation problems, timeliness, product quality control, challenges in communicating customer service and consumer privacy and security have become the most significant adverse impacts [19]. In these data, most respondents said that they would buy clothes online. According to the blogger's recommendation, they could see the texture of the clothes they like and how to match them in detail. The blogger's recommendation on social media is very detailed, bringing much good service to consumers. Therefore, the study is in line with Kim’s [20] research that is an opportunity for online retailing to flourish. The best way to influence the consumer online shopping experience is for practitioners to explore and improve the value of the customer experience.

According to the quantitative research of the questionnaire survey method, online questionnaires were randomly distributed regardless of gender and age. Most of the participants believed it inconvenient and saved money. The use of the Internet became their online shopping motivation. A small number of participants believed that the recommendation of live broadcast anchors promoted
their impulse shopping and became their shopping motivation. They all interacted with brands on social media and had successful online shopping experiences. 87% of the participants said they would prefer to shop on the browser on their own or to see recommendations from their favourite bloggers. In addition, respondents also found that they would rather pay more for shipping to ensure delivery time, saving them the time to go to the mall [21]. More data from Statista [22] shows that 60% of consumers who shop online regard convenience as their motivation for online shopping, and 55% believe that price is the motivation to promote their online shopping. Delbaere and others [23] also stated that in the 21st century, the Internet is so fast that more and more consumers believe that bloggers’ recommendations provide convenience and bring much helpful information, which is mainly reflected in fashion in the field of dressing. Similarly, this research survey also found that the influence of bloggers has become the main factor affecting people's consumption patterns. In addition, participants made at least one online purchase on emerging media platforms every week.

6. Conclusion

In general, it is inferred from current media trends, consumption concepts, and some data that the consumption patterns of today's era have become Internet-based. Fashion products promoted by bloggers and brands on social media platforms are more convenient for fashionistas to participate in and understand. Social media platforms have become an important marketing channel for fashion and luxury brands. Although there are many platforms for online shopping, they can shop freely or go to the live broadcast room to buy directly. The convenience, speed, and significant discounts of online shopping have affected people's consumption patterns. Bloggers have a significant influence and have gradually become the main factor affecting consumers' shopping patterns. Therefore, although many factors promote online shopping among young people today, the influence of bloggers and the fact that they provide consumers with much helpful information is causing people to like online shopping more and more. Besides, one of the most obvious limitations of this study is the sample, which is not representative, and it cannot be applied to a broad demographic. The quantitative data in this study do not accurately express the participants' feelings and motivations, and it lacks more data available. This results in the inability of the conclusions to be fully representative and objective. The question design in the survey does not allow participants to provide specific questions and answers, which may lead to a lack of data and lead to errors in the researcher's analysis. In addition, according to the survey results, the age of the respondents in this sample is not older than 56 years old, which shows that the researchers did not consider that the elderly will not use smartphones to participate in online surveys and online shopping. As a result, the study's findings may not be stated to be extensive.

References


