

The Influence of Social Media Interaction on Consumers' Purchase Intention

Zirui Jiang *

Jinan No.2 high school, Jinan, Shandong, 250000, China

*Corresponding author: 15120140127@xs.hnit.edu.cn

Abstract. With the continuous development of the economy and the increasing improvement of living standards, the fitness model of sports activities can no longer fully meet the needs of modern people by means of places and time. At the same time, China has vigorously supported the policy of "Internet plus", so sports and fitness software came into being. Keep App, as one of the popular software, has aroused widespread concern in society. The SWOT analysis method is used to study the interaction form, advantages, disadvantages, opportunities, and threats. It also analyzes the impact of para-social interaction on users' purchases. The conclusion is that appropriate interaction can bring positive stimulus to people's purchase intention. The research question is based on keep software to summarize and analyze the impact of people's interaction with sellers in the process of purchasing products. To get a better sales plan. The article will combine the para-social interaction theory to discuss.

Keywords: Social media; Para-social interaction; Keep.

1. Introduction

1.1 Research Background

In the early days of Weibo, many celebrities were invited to open microblog accounts. The second stage is 2013 to 2014, with the emergence of 4G and live broadcasting technology, live stream companies started to become hot topics.

In 2016, a new system came out on Weibo. This mode's function mixes the shopping APP, social media, and live streaming. In 2016, Tiktok, Kuaishou began to develop. From 2017 to 2018, With the rise of live streaming, companies managed to extend users' use time, and the longer the use time, the greater the chance of retail.

With the increase in user numbers, Instagram canceled the bottom of the likes. It helps people relieve the extra pressure that comes from competitiveness. It can also help eliminate fake compliments and fans. These misled comments and the number of fans can make brands and online celebrities seem to have more influence than they do. Videos are also been seen as a popular trend in the social media world.

The communication style has become more private and intimate, some people prefer to talk with one certain person online, and in that case, some companies find a way to establish a close relationship with the audience without excessive instruction. This might be attributed to the establishment of a brand community, which is related to brand information, but easier to accept direct information ads. For example, in a survey of 8000 people conducted by Facebook in 2018, 69% of the respondents said that direct communication with the company would help them have more confidence in the brand [1]. Other platforms, such as Instagram, provide a "List" function, allowing users to share posts and stories with a selected group of friends. Marketers should give the audience more valuable connections so that they can feel in a unique and intimate environment.

1.2 Research Gap

Zhou and Luo analyzed the development status and promotion strategies of sports apps in the era of mobile Internet and proposed that the current sports apps have great development potential, have a profound market foundation, a wide range of market users, and have their own characteristics in terms of classification, characteristics, functions, etc. [2]. However, it is worth noting that the current

sports apps are in the process of development. Some drawbacks need further improvement and innovation. Wang Miao pointed out that sports apps have entered a stage of vigorous development, and sports and fitness apps will become more and more popular [3]. In this context, a questionnaire survey and usage survey are adopted to analyze the communication effect of sports apps, and suggestions on the optimization of sports apps are proposed based on the survey results. Wu and Wang elaborated on the concept, functions, and characteristics of sports apps, described the development status of sports apps, and put forward corresponding development countermeasures to improve and promote the rapid development of Chinese sports fitness apps [4]. There are various factors, for example, the price, quality, appearance, or brand of a product. Also, sometimes people buy items because of discounts, new versions, and designs. Some consumers are very loyal to a certain brand. So, in order to cater to their preference, some companies spend a lot of energy and money to set up a brand image. To do so, they design interesting ads, post live videos on social media, and create interactive groups. Research on the influence of interaction on media and purchase intention has a long tradition. Can social media interactions influence purchase intentions? Many scholars have studied this. With the popularity of experiential marketing, Holbrook brought "experience" to the study of consumption and marketing. It has become a new hot spot in the field of consumer behavior research, and many scholars have started to study the consumer body in the interactive process [5]. On this basis, combined with the behavioral characteristics of target consumer groups, interactive experience design is carried out to timely evaluate the effect and avoid mutual interaction. Mobile experience marketing has been reduced to a brief focus on "pay for command", and thus failed to produce the expected results. Experience later [6]. Starting from the current development status of sports apps, various researchers elaborated on the research and development of sports app mobile clients. The vast majority of sports apps have rich and diverse functions and demonstrated that sports apps can significantly promote people's physical exercise behavior and habit formation, but no specific sports apps were mentioned. For example, the advantages and disadvantages of Keep.

1.3 Fill the Gap

In order to solve the influence of para-social interaction on purchase intention, this paper will study the advantages and disadvantages, opportunities and threats of Keep. To solve the influence of para-social interaction on purchase intention, this paper will explore the advantages and disadvantages, opportunities, and threats of Keep.

The paper adopts the analytical approach of SWOT. SWOT analysis is based on the situation analysis of the internal and external competitive environment and competitive conditions. It is to list the main internal strengths and weaknesses and external opportunities and threats closely related to the investigated object through investigation, arrange them according to the matrix form, and then use the idea of systematic analysis to match various factors for analysis. A series of corresponding conclusions are drawn from them, and the conclusions usually have a certain degree of decision making.

2. Literature Review

2.1 Definition & Development

To solve the influence of para-social interaction on purchase intention, this paper will study the advantages and disadvantages, opportunities and threats of Keep. The development of social media, like videos, and live streaming has raised scholars' concerns about the theory of para-social interaction. This concept first appeared in the era of electronic media to describe the relationship between media users and media figures. At that time, it was mainly used to describe TV viewers, who often have a certain attachment to their favorite TV figures or roles. When audiences build an emotional connection to media figures through mass media, they will have a special attachment to their favorite characters, and treat them like real figures in real society, forming an imaginary social interaction. This kind of communication is different from honest social communication. It is only the one-sided

intimacy of the audience, and there is no two-way interaction. In the context of social media, the para-social interaction between the audience and the media figures is based on the differences in the nature of the media figures, its manifestations can be divided into three cases, para-social interaction with real people, para-social interaction with fictitious characters and para-social interaction with anthropomorphic account numbers. At the same time, para-social interaction in the context of social media presents a more different feature than in the past, It is mainly reflected in 1) the higher degree of para-social interaction between the audience and the media figures in the social media environment, 2) the possibility of two-way interaction of unilateral para-communication, 3) the formation of virtual communities and the development of fan culture and fan economy. Compared with the traditional media environment para-social interaction has disappeared and become weaker than it is now in the age of traditional media.

The term "social media" comes from Western Social Media. In 2007, Antony Mayfield first mentioned this concept in one of his books, so it is not a new concept. According to the different application properties of social media, and referring to the classification methods in China's Internet information and the Research Report on the Behavior of Users of Crazy Social Media Applications in China, the current popular social media can be basically divided into the following types: instant messaging tools, comprehensive social media, vertical social media, etc. Many kinds of social media actually have the same characteristics, which can be said to be the core concept of social media, that is, to let users create content in interaction. This kind of creation in social media interaction is more frequent than in any previous traditional media, and the interaction between audience and audience, audience and media characters, which is similar to honest interpersonal communication, can only be truly realized in the social media environment. For example, Sina Weibo and Baidu are well known. The former was launched by Sina in 2009.

At the beginning of its birth, many celebrities opened accounts to attract the attention of other ordinary users, and it has been well promoted. The access threshold of Sina Weibo is very low, and gradually established channels for people to access information content and share daily life. According to the third quarter financial report released by microblog in 2016, as of September 30, 2016, the number of active microblogs had reached 297 million, an increase of 34% over the same period of the previous year. The daily active users reached 132 million, an increase of 32% over the same period of the previous year [7]. It is a kind of social media that is very popular and representative in China. In addition, the typicality of microblogging is also shown in the "forward" function of microblogging, which brings a new form of fission type information dissemination, and enables microblogging to have a rapid propagation speed, a close propagation density, and a convenient propagation mode. Compared with the linear propagation and network propagation of traditional media, this fission type of communication is easy to cause explosive effects of interpersonal communication, and its advantages are obvious.

2.2 Important Results

Para-social interaction can have a positive psychological impact on consumer shopping. It is what people produce in the process of using media. An unusual and universal phenomenon, it is a kind of special person-to-person communication between the audience and the media figures. This kind of communication is similar to honest social communication, but not completely the same, with unidirectional characteristics. The para-social interaction seems to be on the rise a kind of network virtual community - the pink silk community. In 2001, Sina microblog promoted the capability of creating a microblog group, which is a capability of gathering bloggers and their followers together in a microblog group. Both the bloggers and the followers can set up a private letter group chat, in which the followers can communicate with each other. If the blogger wishes, it can also interact with its own powder silk. These powder silk groups provide a gathering and communication field for users of powder silk. In addition, there are also microblog groups labeled by a person. These micro-groups mainly gather microblog users who have the same personal logo or love logo. Users search for

syncing on the virtual platform of Weibo through references and micro-group and quickly identify other people or groups with a syncing sense [8].

The para-social interaction between media figures and consumers can form and enhance the para-social relationship between media figures and consumers, which can promote consumers' trust in media figures, promote consumers' trust in brands, and increase consumers' purchase intention and positive reputation. It can be seen that in the context of social media, the improvement of marketing effectiveness is mainly based on the good para-social relationship between consumers and media figures, which is formed and strengthened through para-social interaction. A lot of reality shows that media figures and consumers. Para-social interaction can bring business value and brand value to enterprises and brands. For example, media figures record short videos of Tiktok to introduce themselves.

To provide consumers with the production or use scenario of the product, and through video content and other ways to communicate with consumers, social interaction establishes a para-social relationship with consumers. Based on the trust of media figures, consumers trust the brand and its products create trust, this trust can improve the perceived quality of the brand, and reduce the perceived risk and information search costs, thus increasing the number of consumers. Purchase intention and positive reputation (Chung and Cho, 2014). Moreover, consumers can enter the purchased flat through a short video link.

In order to simplify the purchase process, shorten the purchase thinking time, and promote the increase of order volume. Out of support for media figures, consumers not only buy products or brands recommended by media figures but also use social media to spread positive word of mouth Broadcast, the brand, and its products are spread [9].

To some extent, the number of clicks on social media shows a positive correlation with purchasing power. By combing the psychological mechanism of para-social interaction in social media, this paper believe that para-social interaction is a kind of virtual social interaction between consumers and media figures. The characteristics of media figures, consumers, and social platforms all affect para-social interaction. Para-social interaction forms a para-social relationship similar to real interpersonal relationships between media figures and consumers in specific social media events through the central path focusing on consumers' cognition of media figures' self-disclosure and the marginal path focusing on consumers' social presence. This para-social relationship will in turn drive the para-social interaction, forming a psychological mechanism of circular strengthening of the two. The para-social relationship between consumers and media figures spirals upward, thus producing a better and better impact on marketing effectiveness. Combined with the above, a good strategy is to choose the right social media personas as brand endorsement so that marketers can make full use of the advantages of social media.

Consider the consumer characteristics of the enterprise and choose the right social media personas to endorse the brand. Social media personalities are different politicians, movie stars, and athletes who can be "ordinary" people with personal characteristics.

Positive media image can cause positive para-social interaction among consumers, thus causing a positive face brand attitude. When media figures are consistent with brand images, consumers are more likely to remember the brand (Knoll, etc., 2015), so it is necessary to consider the matching degree between the image positioning of media figures and the brand/product. In addition, companies can cultivate their own. Enterprises through the training of suitable. Brand endorsement by media personalities can influence consumers' perceptions and attitudes toward the brand. In this paper, the author will discuss the correlation and influencing factors between people's interaction on social media and age, as well as its influence on purchasing power.

2.3 Summary

The effect of clicks on purchasing power on social media has been widely noted. Research has found that the para-social interaction between Internet celebrities or ordinary people and the audience on social media is beneficial to stimulate the purchase decision of the audience.

The para-social interaction between net celebrities and the audience is positively correlated with the purchase desire of the audience, indicating that the net. The "pseudo-intimacy" established between celebrities and the audience is in the process of converting the audience from information receiving to purchasing power. This plays a key role in this explains why Internet celebrities are diverting from social platforms to e-commerce platforms. It indicates that enterprises should not only carry out product publicity and news release when conducting short video marketing but also efforts should be made to establish para-social interaction between Internet celebrities and audiences in order to effectively increase sales.

3. Method

3.1 Research Design

The research object of this paper is Keep App, that is, consumers who are affected by Para-social while using the Keep. Through SWOT analysis, people's Posting, making friends, and interactions on the APP are observed to find the influence of para-social on purchase intention. This paper adopts the following investigative methods: literature research method, and SWOT analysis.

This paper through reading a lot of research literature, including the field of eco-nomics, management, and related articles, keep app network marketing strengths, weaknesses, threats, and opportunities to make an induction and sorting. Through investigation, enumerate its internal advantages, internal disadvantages, potential opportunities, potential, and threats, with the systematic thought to analyze its situation, to draw the corresponding conclusion, the conclusion usually has a certain decision making. SWOT analysis method can systematically and accurately analyze the environment of the research object from four aspects. Comprehensive exploration, clear its own advantages and disadvantages and possible development opportunities, so as to formulate corresponding plans, marketing strategies, and so on. Therefore, the author chooses this method to conduct research.

3.2 Keep

As a leader in the fitness APP industry, Keep has influenced the exercise habits of more than 100 million people since its launch in February 2015. Keep has been committed to providing a one-stop fitness APP, including fitness teaching, daily exercise accompanying, social communication, professional diet guidance, fitness equipment purchases, etc. [10]. In March 2018, Keep held its first press conference in three years in Beijing. Founder Wang Ning announced at the meeting that the accumulative users of Keep have exceeded 120 million, with a total of 6.879 billion training times, 84.1547 million kilometers of running, and more than 45.06 billion calories burned, making it the largest sports social community in China. On July 10, 2018, Keep announced that it had completed a \$127 million Series D funding round, the largest investment in the field of sports technology so far [10]. Therefore, the analysis of Keep APP as a case is not only representative of the industry but also of certain practical significance. The research object of this paper is brand communication under the background of the mobile scene. This paper plan to take the successful case of Keep APP as the research case and the scene as the research entry point to discuss how to carry out brand communication under the mobile scene, and finally, put forward strategies for brand communication. The brand name of the Keep fitness app directly uses the English word "persistence", and its brand visual image is a separate "K" letter, but this "K" is designed as a human image doing sports. Keep's brand logo creates a strong visual scene of fitness culture, in which users can more actively participate in fitness and interaction, significantly improving the efficiency of brand communication.

3.3 SWOT Analysis

Strength. The advantage of Keep is that it provides a platform for people to share their fitness routine and good lifestyle. Let them express themselves and make friends who are like them.

Compared with traditional advertising methods, such as propaganda language brainwashing, celebrity endorsement, and so on, it is easier to accept.

In August 2017, Wang Ning, the founder and CEO of Keep, released an internal letter to review the entrepreneurial process of Keep, and said that the keyword for the future strategic development of Keep is "connection". "Connection will become the focus of Keep for a long time in the future. Now it seems that Wang Ning's "connection" will be reflected in two aspects in the specific business. On the one hand, Keep, a hardware product connects sports and family scenes. It is an intelligent sports product platform built by Keep with content as the core. Its purpose is to reshape the family sports experience and innovate the experience bond between sports products and users. On the other hand, offline fitness club keeps. Land connects sports and urban scenes provide users with convenient, professional, and flexible sports experiences based on the content of the Keep platform, and realizes a complete closed-loop sports service from online to offline. Users can not only interact with members of the fitness club but also interact with other keep users, including when shopping in the keep software store, so that they can learn a lot of product information and other people's comments on this product. Increased their desire to buy.

Social networking sites belong to a virtual community site, a virtual community is a group of people using a computer network, A group or groups of people who communicate with each other and have some degree of mutual knowledge and separation. Share information and care for each other as friends. For users to truly participate in marketing activities from the inside out, to touch the emotional nerve of users, virtual communities through events topics, and activities, so that users participate in the activities, and the relationship with the Internet friend interactive communication, this way of transmission can be through diary comments, post forwarding, video forwarding, photo forwarding, and other ways. In recent years, enterprises, and Industries seized the characteristics of the virtual community, the network interactive marketing position gradually moved to the virtual community, because the virtual Community has a very large business value, with a large number of users, strong user points, and frequent interaction. Users of the running brand can engage in a variety of communication, online and offline activity groups.

Keep is not just a vertical fitness product, "From the point of fitness in the early stage, 'mobile fitness coach' is a phased product. What Keep wants to do is to help more people develop healthy living habits. It will not limit itself to the subdivided field of 'fitness', but provide users with a multi-dimensional sports experience, turning it into a truly multi-dimensional sports field ', whether it is the diversity and freedom of sports or the freedom of communication Is a new upgrade and change. "So, through the method of para-social interaction, many users learned about the products recommended by coaches and began to buy fitness products in keep software.

Weakness. The first disadvantage is the high cost of scenario marketing and the difficulty of transformation. The Internet economy is characterized by asset-light nature and rapid iteration, which is essentially adapted to the fragmented experience of contemporary society. This experience is characterized by strong transience and immediacy, and its scene iteration speed is very fast. Take Keep as an example. When some of its course contents or services have exhausted the user experience, if there are no new users, the life cycle of this product will end, representing the disappearance of the old fitness scene. Although new scenes will appear, it also means that the product connotation and service concept will be updated again, which brings challenges to Keep's brand communication. To some extent, it influences peoples' purchase intention.

The second point is the confusion of time and space between real scenes and virtual scenes. The construction of the scene is based on the user's senses. That is to say, the user who enters the scene paralyzes and deceives his senses so that he can enter the virtual scene. Because of the virtual scene's fidelity, the user is likely to indulge in it and cannot extricate himself from it. When the user gets rid of the virtual scene, he will feel confused because of the inconsistency of time and space in the real scene. The virtual scene built by Keep also has similar characteristics. If it is an outdoor sports scene, it may cause users to indulge in it while ignoring changes in the external environment, resulting in property losses and personal security threats. For cautious users, this is why they choose physical

stores rather than Keep software. In many cases, users are not willing to buy products because they are not replied to in a time when they buy products in the keep app store, and they cannot bring themselves into the real scene of using products.

Opportunity. Now in the Internet age, people are socializing online, and the demand for shopping is increasing. In the fast pace of life, fitness, communication, and shopping the software is the only choice for many people. According to the data, by 2020, the total consumption scale of sports will reach 150 million, the total duration of sports and fitness apps will reach 4.06 billion minutes, and 700 million people will exercise and fitness once a week, which indicates that China's sports and fitness market faces development opportunities and has huge market potential.

Threaten. China's sports industry started late, and its overall development was relatively slow. In 2017, the market penetration rate began to show a steady growth of about 1% every year. However, the domestic market has developed rapidly in the recent two years, with the market size reaching 150.4 billion yuan and 174.9 billion yuan respectively in 2019 and 2020, which means that the competition in the domestic sports market is becoming increasingly fierce. Low-end market and new entrants pose a threat to keep software. Many world-renowned sports goods brands are also building virtual communities and apps. Some of the users reported that social activities in the software, such as advertising promotions and messages from other users, seriously interfered with their fitness focus. Their functions are similar and can be easily replaced. Such as the Nike run club, etc. Because of the popularity, some users who used to keep may be attracted and stop using keep. Competition of similar products: Similar sports fitness apps in the market are diversified, although each has its own characteristics, however, the differentiation is not apparent. Users have more and more choices and the competition are more and more fierce. Even if the current Keep App. In terms of user resources, it has an advantage. If it cannot gradually develop advantageous functions, it will be significantly different from the competitive products. It will inevitably reduce the number of users. To some extent, should reduce the interactions that disturb users, and create an app for users to focus on sports without being distracted by too much social behavior.

4. Results & Discussion

The advantage of Keep is it can provide a platform for people to interact with others online and also buy items by using this software. It caters to users' fitness and social needs, just like a virtual community. On the other side, it has some disadvantages, like the high cost of scenario marketing and the difficulty of transformation and the space between real scenes and virtual scenes, and high prices.

Centering on the software keep, Song Yue made researched the marketing strategy of Keep App, a sports and fitness software, under the background of Internet + [11]. And Chen conducted research on the construction strategy of the Internet sports fitness app service platform [12]. Keep App, developed in the context of "Internet plus", quickly seizes the market and is a sports and fitness app. The analysis and study of the reasons for their emergence will be of great significance for the smooth implementation of other sports fitness app marketing activities and their own long-term development. Based on the basic theory of marketing, this paper takes Keep App as the research object and combines its current functional structure, business performance, and development process along the way to summarize its advantages and disadvantages. Based on the influence of Parasocial interaction on users' purchase intention when shopping in software, this paper clarifies the factors restricting the current development of the platform, and according to the operation and promotion mode of Keep products, product function value User feedback information has conducted in-depth research on the development strategy of Keep mobile fitness soft-ware and the construction and development strategy of Internet sports fitness APP service platform. It is similar to the theory put forward by Chen [12]. However, based on the interaction between users and sellers on social software, the author analyzes some behaviors and preferences of users.

5. Conclusion

As mentioned above, many studies have proved that the activity of individual honest communication and the positive factors in their own personality can promote the development of their para-social relations. Individuals will also refer to the life scenes and habits of the characters in the play to understand their own lives. To a certain extent, social behaviors in social media affect people's purchase intentions. Customers are often willing to buy more products in a comfortable social interaction with sellers. However, too frequent social interaction will cause customers' aversion and negative effects. For the re-search on para-social relations, so far, most of the focus is on the audience, and most of them are limited to the audience. From the perspective of the media, the interaction between the formation and development of the media and para-social relations is investigated. There are few relevant studies based on the game between parasocial relations and the mass media. Here, this paper can expand this research ideas and apply the para-social interaction theory to the business field. Due to objective reasons and limited knowledge reserves, there are inevitably some deficiencies in the writing process. After all, the development of the sports fitness app is relatively short, and it is also moving forward in constant search. Although it has achieved phased success, mature theory and experience are lacking. The research scope needs to be expanded in terms of research objects, so as to establish a more comprehensive and perfect sports fitness app analysis and research system, which is conducive to the overall optimization and improvement of sports fitness apps.

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