

Research on the Influence of social media on Internet Consumption Behavior from the Perspective of Consumer Culture

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Abstract. How knowledge sharing in the discussed community influences users' purchasing decisions. And then put forward the management strategy to improve the user's usage behavior in the community. This topic will focus on the "TikTok" social media. Through empirical analysis, this paper explores how business users can influence customer purchasing behavior through information sharing in the social media environment. The results show that the factors such as user interaction mode, user perceived risk and user occupation level have positive effects on user purchase decision. The knowledge sharing process regulates the user's purchase intention through the content and level of sharing, and the sharing content is the most significant.

Keywords: Social Media; Knowledge Sharing; Internet Users; Consumption Behavior.

1. Introduction

With the continuous progress of technology and the innovation of network technology, social media is gradually stepping onto the stage of history. Social media is generated based on web2.0. The academic community has not yet provided an absolutely authoritative and complete definition of the Internet platform for sharing experience, knowledge, insights and opinions. Currently active social media platforms in China mainly include Weibo, WeChat, Douban, Baidu Tieba, forums, etc. Active social media platforms around the world also include Twitter, Facebook, YouTube, etc. Today, social media has penetrated into the lives of consumers all over the world, especially young consumers. Taking China as an example, according to Morgan Stanley's survey data, Sina Weibo has reached 400 million monthly active users in 2020, and has maintained a growth rate of more than 30% for ten consecutive quarters. The monthly active users of TikTok have reached 889 million, and the number of official account platforms has exceeded 10 million. The emergence of social media has broadened the scope of opinion leader groups. The group of "new opinion leaders" who are active on social media has shown new characteristics, namely youth, grassroots and interaction. At the same time, social media platforms have gradually become one of the main sources for consumers to obtain various learning, life and entertainment information. Opinion leaders who are active in social media deeply influence consumers' online and offline purchasing behavior. Enterprises begin to use social media marketing as an inaccessible part of corporate marketing, and carry out cooperation with opinion leaders who are active in various social media. extensive cooperation. For example, Sina Weibo's short video blogger "papi sauce" has 24 million fans on the Weibo platform [1]. She received 12 million yuan in financing from Logical Thinking in the first half of 2016, and her first video advert was shot It paid a sky-high price of 22 million, and completed commercial promotion cooperation with well-known brands such as New Balance, L'Oreal, and Tomson BY-HEALTH. The reason why major companies target papi sauce is based on its voice and influence among fans, that is, as an opinion leader in the social media era, it has a huge influence on consumers' purchasing decisions. The article establishes a theoretical model to analyze the influencing factors of user purchasing behavior in a community, and uses questionnaires and in-depth interviews to collect real user data and carry out empirical analysis. A feasible management strategy is put forward for the operation of the content-based shopping community.

2. Assumptions and models

Through in-depth interviews with 30 "Tiktok" members, this paper studies their participation and purchase in different periods. During this period, users will use the "Discover" function to find the relevant usage records of the required products, and the amount of knowledge and activity in the community will play an important role in keeping more users; When they see valuable information, they will use the "message" in their community to like, comment, or forward their own comments to share their own opinions about the product [2]. The "Attention" section reflects users' following of opinion leaders. Through interviews, it is found that users usually make choices according to the suggestions of opinion leaders. According to the above analysis, the relationship between knowledge sharing and customer shopping under social media is shown in Figure 1.

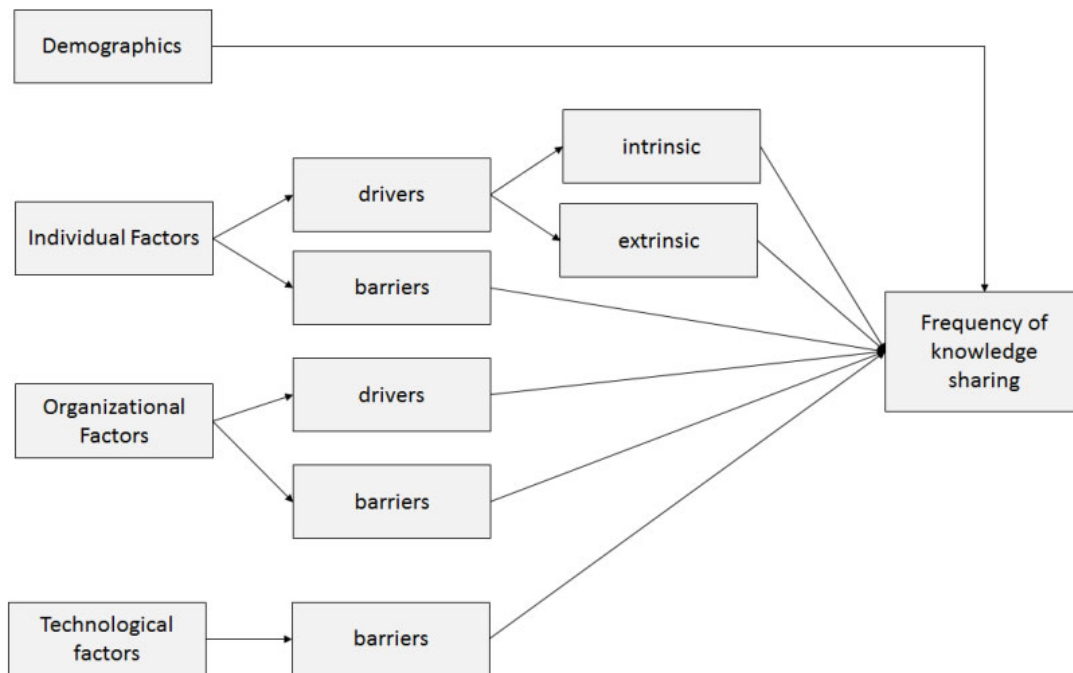


Fig. 1 Influencing factor system of knowledge sharing on user purchase

On this basis, this paper proposes a hypothesis: on the basis of Tiktok, users' behavior will have a positive effect on their knowledge sharing. The number of user interactions has a positive impact on the degree of knowledge sharing. The number of interactions is positive for the results of sharing. Opinion leaders within the community have a positive effect on "knowledge sharing" within the community. The user's perception of knowledge sharing has a positive effect on information sharing through information search [3]. The perceived danger of users has a positive effect on the level of knowledge sharing. The professional literacy of the recipient can have a negative impact on knowledge sharing. In Tiktok, different levels of mutual trust will have a positive impact on shared content.

3. Data analysis

Table 1 lists the relevant data. The Cronbach factor of all potential variables is above 0.7, indicating good reliability of this questionnaire. The factor analysis method was used to study the factors influencing the knowledge sharing process, knowledge sharing content, sharing degree, and purchase intention. The knowledge sharing process involves six factors: community activity 1, user interaction 2, opinion leaders 3, perceived risk 4, trust 5, and online comments 6), and two factors (sharing degree 7 and sharing content 8). The consumer trend index is 1. Correlation and descriptive

statistics are conducted on the influencing factors. The correlation coefficients of community activities, trust, online comments, and knowledge sharing are all greater than 50% at a significant level of 1%, indicating a certain positive correlation between these three variables and knowledge sharing [4]. The correlation coefficient between the degree of knowledge sharing, knowledge sharing content, and user purchasing behavior is close to 50% at a significant level of 1%, indicating that the correlation between knowledge sharing content and knowledge sharing degree is not significant.

Table 1. Correlation coefficient and descriptive analysis

variable	1	2	3	4	5	6	7	8	9
1	1								
2	0.10	1							
3	-0.04	0.22	1						
4	0.23	0.19	0.24	1					
5	0.16	0.14	-0.04	0.23	1				
6	0.14	0.10	0.18	0.33	0.34	1			
7	0.27	-0.05	-0.01	0.15	0.03	0.11	1		
8	0.51	0.36	0.34	0.35	0.22	0.51	0.77	1	
9	0.33	0.57	0.34	0.59	-0.28	0.55	0.33	0.37	1

Based on Pearson's relevant theory, this article conducts a preliminary examination of the internal relationship between the knowledge sharing process, sharing content, and customer purchasing behavior. Therefore, this article can study the quantitative relationship between knowledge sharing and user purchase from the multivariate regression of knowledge sharing, knowledge sharing, and knowledge sharing-user purchase [5]. These two values are both below 50%, indicating that both values have an important impact on the user's shopping behavior [6]. There is a significant correlation between the process and level of knowledge sharing in a company and its customer purchase intention, and it also conforms to Barron's hypothesis of mediation. The process and level of knowledge sharing between enterprises will have a significant impact on the purchasing decisions of enterprise customers. This study takes four independent variables as the research object, and analyzes the impact of these four independent variables on consumer purchase dependence variables in the presence or absence of intermediary variables.

Table 2. Test of mediating effect

independent variable	User purchase	Knowledge sharing degree
User interaction	0.20	0.36
Perceived risk	0.16	0.20
Community activity	0.17	0.19
Have confidence in	0.11	0.12
Constant term	1.81	0.44
R ²	0.22	0.25
AdjustedR ²	0.20	0.21

The results of all the above analyses are integrated to modify the original model. The revised model is shown in Figure 2 below (image quoted in Journal of knowledge Management, 2016, 20(6): 1225-1246):

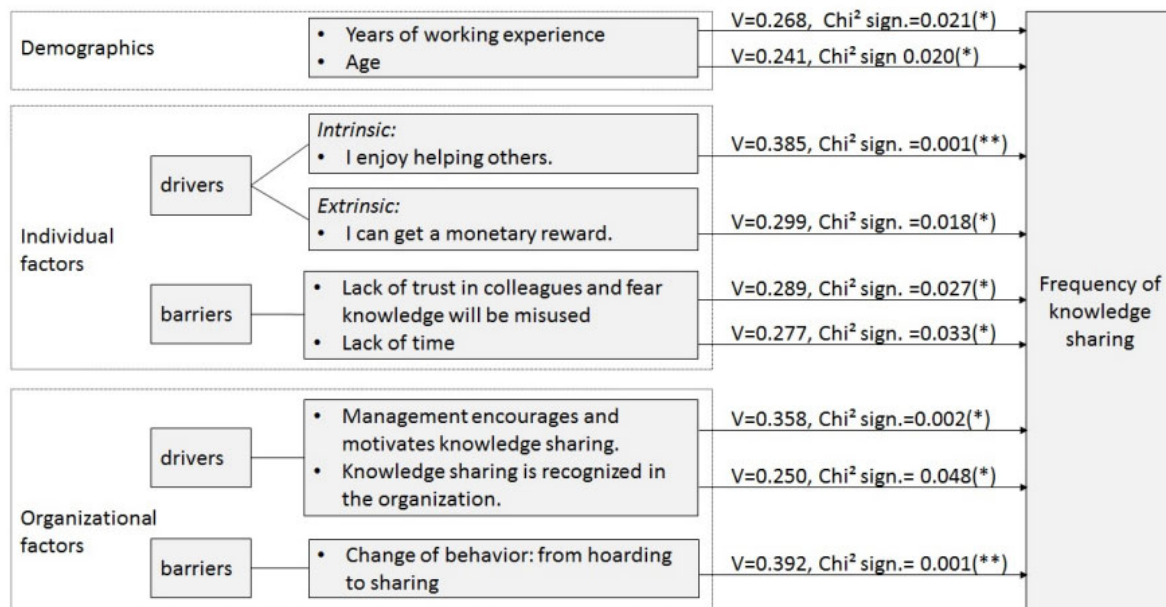


Fig. 2 Influence of knowledge sharing on customer behavior

4. The influence mechanism of opinion leaders on customer shopping in social media

Under normal circumstances, customers have to go through three steps: demand confirmation, information collection and evaluation, and post-purchase behavior to realize their behavior [7]. Opinion leaders on social media deliver the professional information and opinions they need to their users in three different stages. Consumers can comprehensively consider various factors, so as to realize their own shopping and make reasonable shopping decisions.

4.1 Confirming Requirements

The first step in determining a consumer's purchasing decision is to determine their purchasing behavior. According to Maslow's hierarchy of needs theory, human needs are divided into five levels from the lowest to the highest, namely: material needs, safety needs, belonging and love needs, self-esteem needs, and self satisfaction needs. For example, people buy water for their physical needs, buy insurance for their needs, and buy insurance for their needs. However, this demand is not necessarily reflected, more is a potential demand. Opinion leaders will post some related news on their social media [8]. For example, some beauty bloggers will often post some text, photos and videos related to skin care products and makeup, and use their recommendations to let their fans promote their products. This kind of advertising is generally more hidden, not easy to arouse the aversion of customers. If consumers themselves have a potential demand, then they can easily use their own views to transform a potential demand into an actual demand, and under the combined influence of internal demand and external incentives, finally form a purchase motivation. Figure 3 shows the stimulating effect of social media on consumer behavior.

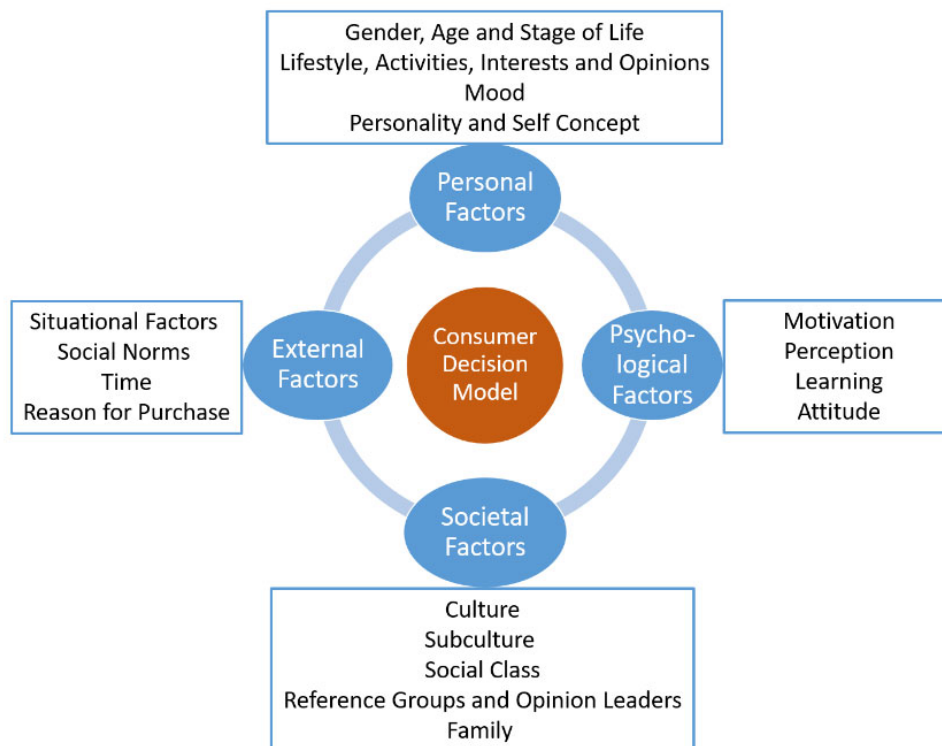


Fig. 3 Stimulus impact of social media on consumer behavior

4.2 Data collection and plan evaluation

After determining the demand, the customer will collect a lot of information to better understand the product. In the face of those popular products, customers tend to express very high enthusiasm and interest in them, and actively try to use all aspects of the channel to search and evaluate the relevant product information, and compare the differences between different brands of goods, and finally make the decision to buy this product rather than other products. In the traditional media environment, information collection and project evaluation is a very costly work of human, material and financial resources, especially the time cost of investment, it is impossible to estimate. But in the age of social media, consumers have easy access to information. With the help of social media, customers can get information about products from three channels. One is to look at the news published by the company or brand on social media to get relevant information; For example, Tiktok has hundreds of millions of registered users, and products can be socially marketed on this platform [9]. The second is to use the comments of other customers to search the goods after purchase; The third is to look up the messages sent by opinion leaders on social media, or communicate with them to get more information. Among the three approaches, opinion leaders have the most influence on customer decisions, one reason being that they generally have more knowledge of the products they are familiar with. They have established authority in the minds of their customers. The second is that users are more likely to trust news and comments from opinion leaders and feel that the information they deliver is more credible than the publicity and propaganda of the company.

4.3 Post-purchase behavior

After the purchase and use of a product, customers will have a series of after-sale behaviors, including whether they are satisfied with the product or not, and the re-purchase of the product. Opinion leaders in social networks can effectively reduce users' cognitive and decision-making risks. Users can communicate with users in real time on social platforms and get feedback from users. It can make customers' dissatisfaction with the purchase of products be solved in time. It also gives customers more confidence in their shopping behavior and increases customer satisfaction. In the

future, when the network increasingly penetrates into the daily life of human beings, the "new view" in social media will increasingly become an important factor affecting consumer behavior. Therefore, for the marketing of social media, enterprises should give full play to the role of opinion leaders, which will have a great impact on the maintenance and development of the company's products and brands. Appropriate guidance and extensive cooperation with opinion leaders are also what the company needs to do in the future.

5. Conclusion

The content and degree of knowledge sharing are the main mediating variables of consumer purchase intention, and are greatly influenced by the nature of knowledge sharing. In today's increasingly in-depth social life, the influence of the new generation of "opinion leaders" in social media on consumer behavior is increasing. Therefore, in order to maintain and develop the company's products and brand, more attention needs to be paid to the role of social media and opinion leaders. Effectively guiding opinion leaders and engaging in extensive communication and exchange with them will become a long-term issue that the company needs to adhere to in the future.

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